CULTU RALITY
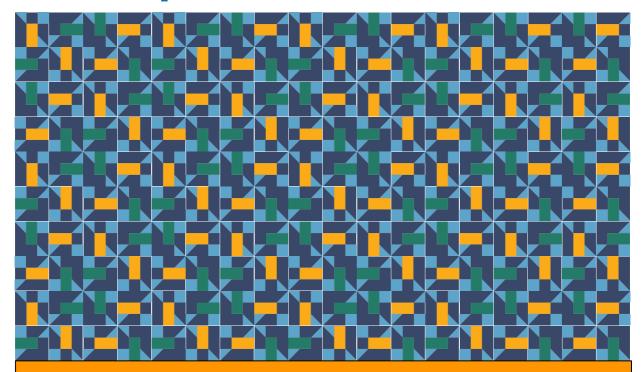
CULTURAL HERITAGE IN RURAL REMOTE AREAS
FOR CREATIVE TOURISM AND SUSTAINABILITY

Data Management Plan

WP1: Deliverable D1.2 Data Management Plan
Lead-beneficiary: UNIOVI
Work package Leader: UNIOVI
Relevant Task: T1.2 Development and implementation of CULTURALITY management structure and tools
Dissemination Level: Sensitive
Due Date (month): M6

Universidad de Oviedo — universidade de aveiro — Politecnico di Torino — Tartu Ülikool / Universitas Tartuensis — ZRC SAZU — University of St Andrews

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CULTURAL HERITAGE IN RURAL REMOTE AREAS
FOR CREATIVE TOURISM AND SUSTAINABILITY

DOCUMENT CONTROL INFORMATION

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01	12 September 24	First Draft	Levi Pérez (UNIOVI) José Manuel Uría (URIAXAIT)
02	26 September 24	Second Draft with comments of the partners	Levi Pérez (UNIOVI)
03	27 September 24	Third Draft	Ana María Fernández

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1. Scope of Deliverable D1.2: Data Management Plan

Within the distribution of responsibilities of the CULTURALITY project, Work Package 1 (WP1), led by partner 1 - UNIOVI (PC) is in charge of "Project Coordination & Management". WP1 is structured in the following four (4) tasks:

- T1.1. Coordinate an effective communication (M1-M48);
- T1.2. Development and implementation of CULTURALITY management structure and tools (M1-M48);
- T1.3. Administrative & financial coordination (M1-M48); and
- T1.4. Technical project coordination (M1-M48).

The results of the correct implementation of these tasks will be justified through the presentation of the three (3) deliverables associated with WP1:

- D1.1. Detailed Project Management Handbook;
- D1.2. Data Management Plan; and
- D1.3. Final Data Management Plan.

This deliverable is a "sensitive" deliverable, only for members of the consortium. The document will evolve and further develop during the project's lifecycle, and updated versions will be uploaded by UNIOVI.

The DMP has been co-written by the project coordinator, UNIOVI, in close collaboration with URIAXAIT S.L. who, as experts in data mining, will oversee creating the template to collect information. This task is carried out within the WP4. It has also been developed with USTAN experts in archives and digital preservation and promotion of heritage leading WP7. The DMP has also been read and understood by all Legal Entity Beneficiaries engaged in the CULTURALITY project who will be inputting data into the project database (VERA Platform and project archive) and website through their own log-ins.

The DMP will describe how data will be handled in the project to be available and valuable. DMP will outline the measures to manage the data during the 48 months of the project to ensure its quality, how they will be documented, organized and managed, define the metadata to facilitate their recovery, the storage strategy, the assignment of roles and responsibilities, how they will be stored and how they will be distributed.

DISCLAIMER: This document will be subject to changes, modifications, and updates as deemed necessary as the development of the project progresses.

1.1. Navigating Deliverable D1.2

1.1.1. Relation to other Project Documents (Deliverables)

The DMP of the project will act as a guide throughout the project and will maintain a close relationship with other documents and deliverables that involve direct work with the data collected and its treatment and use as part of the research. These deliverables are:

Deliverable D1.2 - Data Management Plan is related to:

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Deliverable D4.3 - Artificial Intelligence Report

Deliverable D4.4 - Contingent Valuation Report

1.1.2 List of common abbreviations and Acronyms

CSV – Comma-separated values

DMP – Data Management Plan

GDPR – General Data Protection Regulation

PC – Project Coordinator

PMT – Project Management Team

RTF – Rich Text Format

TXT – Text only (no graphics)

WP(x) – Work Package (number)

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2. Data summary

The CULTURALITY project aims to promote cultural and creative tourism activities to aid the sustainable development of rural areas, encouraging job creation and population settlement. By researching the cultural heritage, including artisan material culture (techniques, materials, patterns, and decorative elements) and intangible culture (music, oral knowledge, and culinary traditions), the project will foster non-seasonal tourism. It will cater to local communities' needs, focusing on at-risk groups like women, the elderly, and youth, involving international multidisciplinary teams specializing in digital heritage, research, communication and dissemination. The emphasis will be on constant collaboration and sharing of experiences to enhance collective knowledge and ensure optimal results.

The DMP of the CULTURALITY project will stimulate the reuse of data by other researchers and enable sustainable storage of data. All data production and management will be conducted within a context of respect for the moral rights of the communities where digitization takes place, paying particular attention to EU guidelines on the ethics of research.

Data collected will be used for research purposes, for documenting the activities of the project, for disseminating the achievements of the project and to enable re-use, re-factoring and re-purposing by external parties. We aim to maximize access to, and re-use of research data generated by the project for the benefit of society and the economy within the context of respect for moral rights of communities over the heritage.

As stated in our Grant Agreement, our project objectives are:

Objective 1: *Establish a collaborative network to promote cultural tourism in rural & remote areas through crafts & skills.*

Objective 2: *Revitalization and economic development of local ecosystems through cultural tourism research activities linked to crafts.*

Objective 3: *Embrace digital tools & technologies as a key platform to consolidate knowledge, to protect memory and to enhance productivity, visibility, and impact.*

Objective 4: *Develop suitable stakeholder engagement tools & clustering actions.*

Objective 5: *Promote knowledge exchange and contribute to capacity building & P2P learning of local ecosystems as agents of change.*

In order to fulfil these objectives, the project needs to manage data with a database and make it accessible through a web portal managed by UNIOVI and a digital archive VERA Platform (VERAP) managed by the UStAN. Through the organization of data in the VERA Platform and database-centered digital asset management system, we will be able to make it available through multiple contexts, including Virtual Museum Without Walls, web portal system, and social media platforms. The web portal will be a responsive web system enabling it to be accessed across the range of internet devices: mobile, tablets, laptops and PCs. The VERA Platform will make data accessible and contextualised providing metadata and tools for digitisation, archiving, curating and exhibiting. By making the data from the project easily accessible we will promote the communication required to develop a joint vision.

The data used to achieve the above objectives will be associated with cultural landscapes and heritage items, it will be used for existing and newly created data.

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- Existing data: this will include images, oral history recordings, videos of cultural events, video art from archives. Before re-using the data, we will seek the required permissions. Before uploading any data to the project database (VERA Platform and project archive) and web portal, each user will need to confirm that they have obtained copyright permission for the re-use of the data, as well as obtained consent and permissions concerning privacy and Intellectual Property Rights (using the language to ensure the participants understanding of consent). In the case of
- Newly created data: this will be collected and created by means of interviews, surveys, registration forms, questionnaires, 3D scans of objects, photos, spherical media, verbal and visual research material, audiovisual recordings of project activities such as folk festivals. These materials will be made available on the web portal, and through social media only if the relevant consent and permissions have been obtained.

Therefore, we anticipate collating and generating a wide range of data types, including: microdata from interviews and questionnaires, personal data from stakeholders, written research (illustrated with images), images of objects, photographs (both recent and from archives), oral history recordings, videos of existing recordings from archives, video interviews, videos of conference papers and lectures, 3D scans of museum objects, spherical panoramas of museum interiors, virtual reality reproductions of artisan workshops, etc. These data types will relate across movable, immovable, tangible, intangible, natural and cultural aspects for cultural landscapes and their communities.

Cultural landscapes: consist of the heritage subjects, including tangible and intangible, cultural and natural, movable and immovable. They relate to places and processes, habited and developed by communities. These are in turn related to sustainable development goals and challenges faced by the communities and the threats as climate change.

In addition to the data described above the following outputs will be generated during the project:
- Documentation: this category includes questionnaires and consent/permission forms. Some of the data collected during the project will require consent or copyright permissions before being uploaded to any of the above platforms. Questionnaires and consent/permission forms might be in paper or electronic form and contain information about individuals such as names and signatures. These will not be publicly shared but will be retained for audit purposes and will be securely stored by each partner in paper/electronic format.
- Processed data: Databases based on information obtained from the rest of the documentation processed by data mining and other statistical methods. This information will be used to create artificial intelligence models and econometric analysis. All the specificities related to the ethics of the use of this data will be the same as those established for the rest of the data in this report.
- Project VERA Platform: a platform which supports, digitisation, collection, archiving, curation, and exhibiting of media and items, in ways which strengthen communities aid achievement of sustainable development goals and guards against threats. The platform will be a common resource for crafters and help promote handicrafts and tourism in remote areas.
- Project web portal: the project website (available at https://culturalityproject.eu/) will host the research results derived from the use of the collected data, as well as some variants of this data. For example, it will contain a direct link to the VERAP (Virtual European Virtual Artisans Platform) website, also created within the framework of the project, which will display images of artisan products, artisan workshops, documents produced during fieldwork, virtual reality reproductions and 3D scans of objects, etc.

The data will not only be useful to the project partners to meet the stated objectives; but their utility will extend to academic communities and to the general public (especially the communities from where the data will originate). The data and models will also be useful for knowing the preferences of publics/targets, publicizing the project, for carrying out further research, and for policy making.

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3. Fair Data

3.1. Making data findable, including provisions for metadata

Most data generated by the project will not be of confidential nature and will be made accessible through the project web portal (in line with the relevant section of the Consortium Agreement) which will be created and hosted by partner no. 4 – UAVEIRO. Data hosted within the VERA Platform will be maintained and hosted by partner no.3 - Usan.

The web portal and the VERA Platform will be discoverable via search engines, and it will also be promoted with social media. Through the portal, VERA Platform and the facilities that they provide, the public will be able to discover, identify and use the public data generated during the project, as well as the research results derived from it. Within the portal and VERA Platform, the available material will be described with user-friendly terms and be findable by means of keywords search. The user will also be able to navigate the content by categories. The most recent uploads or content of significant importance will be showcased as 'highlights' on the web portal homepage.

Data will be made findable to the scientific community and to other interested parties in two different ways. First, qualitative information will be published in reports and papers available on the CULTURALTIY website. Other repositories for academic papers (e.g. Zendo and OpenAIRE) will also be considered and frequently used during the duration of the project. Similarly, repositories linked directly to some of the CULTURALITY consortium participants are also available and they will also make the data findable (e.g. Repository from the University of Oviedo – RUO). The decision to release data freely will depend on the constraints imposed by participants.

The repository of choice will have to meet the following requirements for discoverability:

- Provide a DOI or equivalent persistent identifier
- Being indexed by search engines

The metadata will be descriptive and reference to the published data (via DOI citation) will be included in all relevant publication and web presence.

The information about the data will need to be structured and standardized. To this end, we will implement a metadata schema. The metadata application profile will be consistent with UNESCO classification of heritage with application profiles for cultural landscapes, tangible heritage, intangible heritage, movable heritage and immovable heritage, a separate linked profile for media will support digital representations of heritage and related data. The movable profile will follow requirements for objects in museums and with recommendations from UNESCO for classification of intangible cultural heritage elements and ObjectID for tangible movable heritage. The application profiles will be consistent with archival requirements for object, UNESCO recommendations on intangible heritage and open standards. Meta data will draw upon the Dublin Core Meta Data initiative and the European Data Model. This will facilitate sharing with the European Common Data Space for Cultural Heritage and the European Collaborative Cloud for Cultural Heritage.

We will use a functional naming scheme. Where possible the name will describe the meaning, function and type of the data, the name of the person responsible (or compiler) of the data and the date of collection. Data will be organized hierarchically by location and type, the position within this hierarchy and the name will together be unique. In addition, a hash function will generate a unique identifier for each object and object reference held in the database (VERA Platform and project archive). The hash will be over the object name, location and type.

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We will use a hierarchical naming structure. The name chosen should describe the function and meaning of an item. The naming scheme will be consistent and descriptive in naming and organizing files so that it is obvious where to find a file and what it contains. The following information should be included in metadata:

1. Location/spatial coordinates
2. Date or date range of creation
3. Version number of file
4. A three-letter file extension will specify file type

Items will be organised by type and associated with collections, which are associated with locations and or institutions. An item's name needs to be unique only within its context of place and type. Guidelines on naming conventions will be developed and shared by all partners.

Once uploaded to VERAP archive items will have metadata associated to it, Metadata will be specific and appropriate for the subject's type, with separate profiles for movable and immovable as well as tangible and intangible. Items will be linked to cultural landscape, which in turn will be associated with threats and sustainable development goals.

Where appropriate, DOI numbers will be associated with items. We consider this to be appropriate where items are suitable for publication. This would include documents, 3D models, edited audio, but not rushes, source photographs for a model, etc.

If training data sets are used, specific labelling will be used to identify them but following the general guidelines of the metadata schema.

3.2. Making data openly accessible

Every effort will be made to share the data resulting from this project by providing on-line access to scientific information that is free of charge to the end user, and reusable. Where a license is applied to data used in peer-reviewed publications, the figure legend will cite the source of the original images and also include a statement alongside the images clarifying their license, together with a link to the license.

The general rule is that data will be accessible. However, some qualitative information may be subject to confidentiality agreements and cannot be provided to third parties. In many cases, respondents will only agree to provide sensitive information about their organization if it is confidential or anonymous. Consequently, it will be necessary to wait for the meetings and in-depth interviews at each WP research to know precisely.

When consent for public sharing is not obtained, data will not be made publicly available but will be securely stored by the project partner involved in the data collection and will be retained for at least 5 years from the end of the project and until the complete publication of results. After this time, the data will be disposed of per participants' consent. The disposal method will be chosen depending on the nature of the data (digital or paper) and the storage medium. Each partner, following their own rules, has to define the way to store confidential or sensitive data, using institutional store mediums with security access or individual ones with control of its use.

Answered questionnaires and signed consent forms are not suitable for public sharing due to the personal information contained within. In the specific partner institutions, consent forms will be retained and archived for audit purposes for as long as the associated data are archived (at least 5 years from the end of the project); only the researchers directly involved in the data collection will have access to those. If applicable, completed interview questionnaires will be retained by the researchers directly involved in their collection for at least 5 years after the

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end of the project and until all results are published according to participant consent. The documents will be retained in paper or electronic form and stored by each partner. Paper copies will be stored in locked cabinets while electronic copies will be encrypted and stored separately from the associated data.

Blank templates of interview questionnaires and consent forms are however suitable for publication as well as any additional documentation generated during the project that does not contain personal or sensitive information. Documents that are deemed to be suitable for sharing will be archived and made publicly available via a link added on the Web Portal to aid discoverability:

In any case, the CULTURALITY reports and research papers will contain summaries, re-elaborations of the source data and general analyses of this information (never concrete sensitive data) and will be accessible on the web and in other repositories. The menu of solutions will be freely accessible on the web and disseminated on social networks. Digital Object Identifiers (DOIs) will be obtained for qualitative information as a standard identification mechanism to make our datasets (either on Zenodo, OpenAIRE or in other repositories) identifiable and locatable.

The quantitative data will be anonymized and will be accessible on Zenodo, OpenAIRE and other repositories. Like qualitative data, quantitative datasets will be identified with DOIs to be locatable and accessible.

Access to the data will not require any specific software other than accessing CULTURALITY website or the chosen repository.

In addition to being the project public interface, the portal will act as a public communication platform: all users will have access to the materials produced by different partners. It will also be a place to share and discuss ideas about the project and the way to disseminate objects, traditions and activities selected by and representing each local ecosystem. Data will be uploaded to the database (VERA Platform and project archive) behind the web portal by web interface. To upload the files, the consortium members will sign-in and will be asked to confirm they have obtained the relevant permissions from copyright holders (if applicable) and/or consent from the people represented.

3.3. Making data interoperable

When possible, datasets will use open formats (e.g., CSV for tabular data, TXT or RTF for textual data) and image and video files of a manageable size for web use and online sharing will be made available to enable the broadest possible exploitation. Most social science researchers use software capable of importing these data and re-exploiting them. Metadata will identify the characteristics of the sample and the topic of the variables. In addition, the organization of the data will facilitate their interoperability because they will follow the standards typical of scientific journals. The nomenclature used for the variables or constructs will be that which is generally used in the relevant literature. In addition, where possible, free software tools will also be used and codes, data and/or models will be published to allow reusability by the scientific community. Specifically, this will be done in the case of the use of artificial intelligence and data mining tools.

As mentioned, the metadata will be consistent with the UNESCO recommendations on classification of intangible cultural heritage elements, we will make use of open standards which are compatible for use in the Common European data space for cultural heritage.

Meta data profiles will be developed for Cultural Landscapes, intangible, tangible cultural movable, tangible natural immovable and tangible natural items as well as for media representing those subjects.

In addition to technical and discipline specific terminology, accompanied by a glossary, the items available via the web platforms will be described by user-friendly terms in order to reach local community audiences as well as academia.

3.4. Increase data re-use (through clarifying licenses)

The data will be freely accessible for research purposes. Data created by the partners will be made publicly available as soon as possible during the duration of the project or by the end of the project. Data involving human participants will be made available only if consent is obtained as outlined in the project ethical clearance. The license will only be necessary in the case of exploitation for other non-scientific purposes. In this case, the terms of the consortium agreement will be followed.

Quality control measures will be put in place during data collection/creation. For example, during interviews where possible similar sets of questions will be asked to interviewees. However, due to the nature of the project (different languages and cultures) it might be difficult to guarantee consistency of processes across all partners. Part of the data mining work will consist in favouring as much as possible the consistency of the process, with data harmonization operations.

As outlined above, the project operates with the overall project website and the VERA Platform. The website and platform link to a number of online platforms, including the project social media accounts. It is recognized by the project that these platforms require a range of licenses to be used. Also, for Public Domain resources, licenses will not be applied.

Unless otherwise specified, data uploaded to the web portal will be made available under an Attribution- 4.0 International license. https://creativecommons.org/licenses/by/4.0/deed.en

The choice of a license should be based on, amongst other factors, the nature and the historical and/or religious value of the digital item being uploaded and the understanding of the community as to how data will be used. These measures will allow the partners to make data available throughout the lifetime of the project facilitating community engagement and dissemination. Where the data source differs from the final output only the latter will be made publicly available (when possible) while the source will be retained for internal and audit purposes.

Consent forms and questionnaires templates will be made publicly available under a Creative Commons Attribution license (CC BY, https://creativecommons.org/licenses/by/4.0/).

The web portal and its content will remain live and updated until the end of the project. Archived data will be available for at least 5 years from the end of the project. Final outputs will be publicly available (when possible) while the sources will be archived for audit and internal purposes.

The VERA Platform will remain live for the duration of the project and for at least five years after the end of the project. Archived data will remain available for 10 years after the end of the project. The VERA Platform will exist as a searchable archive providing a comprehensive repository for resources published and unpublished, enabling source materials and rushes to be available for repurposing and re-use.

Items will be chosen for upload on the web portal based on their quality but also value for the local ecosystems and partners. Depending on the value of the material for the academic, local ecosystems and partners a compromise on quality might be made. This will however be evaluated on a case-by-case basis. Where the data source differs from the final output, the source will be retained for audit and quality assurance purposes. The raw materials will be store by each partner institution according with its internal protocol, with the permissions of the interlocutors (using local language and English as well) in both situations (webpage and local storage).

The web presence of the project will be regularly monitored mainly by the webmaster; however, all partners are encouraged to take part in the monitoring activities. The webmaster will check that changes made by each authorized member and that the correct links to museums and resources are added. Furthermore, the webmaster will perform small-scale updates to improve website usability on a regular basis.

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An embargo of 2 years after the end of the project is proposed to give time to publish the main results of CULTURALITY. Afterward, the statistical data will be available on Zenodo/OpenAIRE (or other repositories) for 10 years. Blank templates of interview questionnaires and consent/permission forms will be made publicly available for at least 10 years. Signed consent/permission forms and completed questionnaires will be retained for internal purposes for as long as the associated data are archived to ensure an audit trail.

The data collection process and adopted quality assurance measures will be described in the CULTURALITY reports and scientific publications.

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4. Roles and Responsibilities

UNIOVI is responsible for writing the Data Management Plan, making it available to all partners by month 6, and maintaining it during the project.

Partner no. 4 - UAVEIRO will be responsible for the day-to-day management of the database and web portal.

Partner no. 3 - UStAN will be responsible for day-to-day management of the VERA Platform as well as related archive and exhibits.

If Zenodo or OpenAIRE are the repositories of choice as planned, each partner will be responsible for the deposit and publication of their data via this platform and will have to ensure that they comply with the Zenodo/OpenAIRE terms and conditions.

The principal investigators of each partner/institution will act as data controllers of the data that the investigators attached to their institutions collect. They will determine why and how to process personal data and will be responsible for its retention and security as required by the GDPR and their institutions' data security regulations.

The proposed research at CULTURALITY will also require the comparison of data collected between institutions or between countries, which will determine data sharing. In these cases, the data controllers of each institution will act jointly as joint controllers. They must determine together why and how to process personal data according to their shared objective and shared purposes (i.e., CULTURALITY project). They are fully and independently responsible for the correct handling of customer data. In the event of non-compliance with any GDPR provisions, both data controllers can be held responsible and face possible sanctions.

Each partner will be required to follow the Data Management Plan and other guidance documents in their research activities.

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5. Allocation of Resources

Costing for the Data Management in the project lifespan is estimated here between the main partners in charge of the technical aspects of the project… *[To be detailed]*

The repositories that we are considering are free of costs (Zenodo, OpenAIRE and other public repositories linked to the CULTURALITY members). The cost, if any, will be decisive in the decision to use it. The PMT (Project Management Team) will assess whether to use this repository or use an alternative repository in due course.

All participant countries and organizations have their own budget for publication in open-access peer-reviewed journals. This is the preferred way whenever possible. In any case, project public reports will be available on the CULTURALITY website, and accepted articles will be accessible in the partners' institutional repository within the appropriate embargo.

6. Data Security

The web portal and the VERA Platform has regular backup procedures in place: weekly automatic backup, which stays on the server where the website is hosted, with redundant backup on a parallel server and physical copying on separate installations. In addition to these copies, the webmaster makes a full copy periodically or every time there is a big change on the website.

We will keep all identification data that we gather confidential by not discussing or sharing this information verbally or in any format with any person other than the researchers who belong to this project.

We will also ensure the security of identification data. This includes:

- Keeping all the documents with identification data related to the research study on a password-protected computer with password-protected files;
- Using antivirus software and keeping the software up to date;
- Keeping any printed document with identification data related to the research study in a secure location such as a locked filing cabinet; and
- Permanently deleting any digital communication containing identification data related to the research study.

We will also take and maintain all necessary measures regarding data confidentiality. Data will be subjected to a process of pseudonymisation, and the processing of identification data will be done in such a way that the data can no longer be attributed to a specific participant without the use of additional information. The process to be applied consists of replacing the name, email and other information that allows the participants to be identified with an identification code. This information will be held separately to ensure non-attribution.

Best practice documents will be produced for the benefit and use of all partners and will be made available through the project's common use repositories.

The VERA platform filters its uploaded files to prevent harmful file types from being uploaded to it and performs a virus scan on uploaded files. Any files which do not pass these tests are not retained on the server and the uploading user will be told that there is a problem. The VERA platforms WordPress front end has all comments held until they are revied to prevent spam being posted on it. The WordPress login system uses a 2FA system to protect its login.

The Vera Platform has been designed to guard against many types of vulnerabilities and is built on a system which has been evaluated for security problem for several years. The servers it is hosted on are kept up to date and secure.

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7. Ethical Aspects

Ethical aspects are covered in our ethics review and documented with the Grant Agreement.

We believe that CULTURALITY project raises ethical issues related to the protection of personal data and requires measures aimed at safeguarding the rights of research participants. Such personal data refers to name, position and/or occupation, address, and other professional details, but do not include special categories of personal data such as those categories related to genetics health, sexual orientation or lifestyle, etc.

We therefore commit to process personal data in accordance with certain principles and conditions (see below) in order to limit any negative impact for the persons concerned and ensure the lawfulness, fairness, transparency and accountability of the data processing, data quality and confidentiality.

Research participants will be provided with all the relevant information they need to decide if they would like to participate in our study. Information given to participants will be clear and concise and will fully explain all aspects of the research. We will collect their consent through a written informed consent document. Specifically, the document will include the following:

- Explanation that participation is always voluntary and that participants can withdraw at any time;
- Outline of the nature and aims of the research;
- Explanation of exactly what participation means in practice (when, where, who, what); and
- Explanation of how privacy and confidentiality will be maintained.

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