

Initial Dissemination and Communication plan

Date: 30 April 2026

1. Project Overview

Project Title: Salt in the Mediterranean: The case of Cretan Salt Pans, c. 1570-1645

Acronym: SALMed

Duration: 24 months

Coordinator: Aristeia Gratsea, Principal Investigator & Post-doc Researcher

Summary (2–3 lines): This research project examines the production and trade of salt in the Mediterranean, with an emphasis on the salt pans of Venetian Crete. The period under examination is between 1570, after the loss of Cyprus during the Fourth Venetian-Ottoman War, up until the beginning of the Cretan War in 1645. The study, from the perspective of social and economic history, is based on unpublished archival material, which are held in the Venetian State Archive (Archivio di Stato di Venezia).

2. Objectives

The aim of the study is to examine the changes that took place in the agricultural and commercial sectors of Venetian Crete during a period of economic readjustment and reorientation for the Republic of Venice. The second aspect of the research focuses on the organization of production and the distribution of salt. Emphasis will be placed on the types of salt pans (public and private), the owners (geographical and social origins), and the workers. From an economic perspective, the focus is on the price of salt, taxation, workers' wages, and the salt distribution network.

The present research project is methodologically based on the examination of unpublished historical document. The analysis of archival sources, both private (notarial documents) and public (administrative sources), aims to draw new historical conclusions. The aim of the project is to gain a better understanding of Crete's function as the last Venetian stronghold in the Eastern Mediterranean and its role both within the Venetian Maritime State, as well as in the broader Mediterranean context. The scientific data will be presented at international conferences and published in open-access, peer-reviewed journals. The project aims to form a foundation for future, more extensive research projects.

3. Strategy and Approach

5.1 Communication Strategy (Awareness & Engagement)

The communication strategy focuses on building a strong project identity and ensuring its visibility across both academic and public spheres. Since December, the project's website and social media accounts have already been established, providing a solid foundation for ongoing outreach and engagement.

These platforms will actively be used to maintain continuous engagement with diverse audiences by regularly sharing updates on project activities. This includes updates on archival research, participation in conferences, and posts highlighting key aspects and findings of the

research process. Through this approach, the project ensures that its progress remains visible and accessible throughout its duration.

Particular emphasis is placed on using clear, accessible language and engaging formats so that the project's historical research results can reach not only the academic community but also a wider audience, including the general public. To further support inclusivity and broaden outreach, all communication is provided bilingually, in both English and Greek, enabling effective engagement with both international and local communities.

5.2 Dissemination Strategy (Results Sharing)

The dissemination strategy is designed to ensure that the project's results reach target audiences that can effectively use and benefit from them, while maintaining a strong focus on quality, relevance, and open access where possible.

Dissemination activities will primarily target the academic community, as well as scholars and stakeholders interested in maritime history, economic history, and Mediterranean studies. Particular emphasis will be placed on presenting high-quality, research-based outputs in recognized academic forums.

The project will be presented at two major international conferences. The first is the 7th International Conference of the Mediterranean Maritime History Network, which will take place at the University of Zadar from 25–29 May 2026. The Principal Investigator (PI) has already been accepted to participate, and will present the first research results of the project, focusing on the organization of Cretan salt pans and selected aspects of trade.

In addition, the PI intends to submit a proposal to the 14th International Congress of Cretan Studies, with submissions opening on May 1st of 2026. The conference will be held in Chania from 31 October to 7 November 2027, offering an important opportunity to further disseminate project findings to a specialized audience.

Further dissemination will take place through an online workshop organized at the Department of History of the University of Crete, scheduled between May and July of 2027. This workshop will facilitate focused academic exchange and discussion of the project's results.

Moreover, the project will be presented at the 29th Annual Meeting of the Department of History and Archaeology (ESTIA), which will take place in Rethymno from 8 to 10 May 2026, further enhancing its visibility within the academic community, including both professors and students.

Regarding dissemination within the academic community, the project initially planned the publication of two articles in peer-reviewed scientific journals. The archival data collected during the research strongly support this plan.

In relation to the general public, dissemination will be further supported through continuous updates on the project's website and social media platforms. These communications will present the research progress and findings in a more accessible, user-friendly, and less technical format, ensuring that the project's outcomes are understandable and engaging for a wider audience.

Through this combination of academic dissemination and public engagement, the project ensures both scientific excellence and broader societal impact.

3. Target Audiences

Audience Group	Description	Needs/Interests	Engagement Approach
Researchers/Historians /Students	Academic community	Scientific results	Publications, conferences, Workshops
General Public	Citizens, users	Societal impact	Social media, website

4. Channels and Tools

Communication Channels

- Project website: <https://salmed.ia.uoc.gr>
- Social media:
Facebook: <https://www.facebook.com/profile.php?id=61585266105479>
Instagram: https://www.instagram.com/salmed.uoc?igsh=NnZ4Njg4czEwamgw&utm_source=qr

Dissemination Channels

- Scientific journals (open access)
- Conferences and workshops:
 - 29th Annual Meeting of the Department of History and Archaeology/ESTIA (Rethymno, 8-10 May 2026)
 - 7th International Conference of the Mediterranean Maritime History Network (University of Zadar, 25-29 May 2026)
 - Online workshop, University of Crete (May-July 2027)
 - 14th International Congress of Cretan Studies (Chania-Greece, 31 October- 7 November 2027)
- Technical reports: Report of the first research results (M10 and M12),

7. Activities & Timeline

Period	Activity	Target Audience
Month 2	Website launch	General public
Month 6	Presentation	University community
Month 6	Conference presentation	Researchers
Mid-term	Workshop	Researchers, University community, public
Month 24	Conference presentation	Researchers/Public