DIGI TRAINING
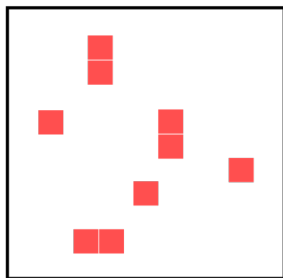
Capacity Building for Accesible Heritage

CALL FOR APPLICATIONS

Deadline for submission:
31/05/2021 at 23:00 (CET)

SUMMARY

"DigiTraining, Digital & Audiovisual Capacity Building for Accessible Heritage" aspires to provide a large number of small or midsize museums, as well as other tangible or intangible heritage organisations with open facilities accessible to the public, with new digital skills and with the tools and the management capabilities to deal and benefit from them. These beneficiary organisations will be selected at the end of this Call through a transparent process.

DigiTraining activities will combine the technological dimension with the strategic and managerial aspects of digital innovation. For some selected beneficiaries it will also include the production of augmented and/or virtual reality content.

Those who are eligible and selected will take part, without any cost for them, in one or more of these activities, structured in **3 levels**:

- A **first group** of applying **organisations will receive a combined training on digital & audiovisual technology** (improving the tools and the narrative to better present the content to the public) as well as **on digital-related management** (improving the skills and making best use of resources to bring the content to the public). It will be specifically conceived for museum heritage organisations, to improve the experience of their audience, to better confront management challenges including data management, and to increase the monetisation options for their organisations.

- A **more reduced group** of up to 6 organisations, selected after a tailor-made analysis of their needs and capabilities, **will be mentored through a specific training programme** (eventually including on-site visits) resulting in a solid capacitation in digital skills and in the strategy and the management tools to deal with them.

- Finally, a maximum of 3 selected organisations **will benefit at no cost of the production of a virtual or augmented reality audiovisual project** specifically adapted to their mission and narrative; together with the strategic and managerial advice to best integrate it in their activities.

The **DigiTraining Consortium is composed by** highly experienced public and private organisations from five different countries, combining tested expertise in digital technology research, execution and training; in consulting and advice on management and innovation for start-ups and midsize organisation; in media and communication; and in audiovisual & virtual reality production in the specific area of the arts and cultural heritage.

Participation in the DigiTraining Programmes and their activities will be free of charge for all the beneficiaries. No financial support can be provided to applicant organisations for any indirect cost incurred in order to take part in such activities.

All staff attending and completing the DigiTraining Programmes will receive a nominative Certificate of Attendance with a mention to its hours and the content included in the training.

The Project has received funding from the European Union's Creative Europe Programme under Grant Agreement N° 101008576.

1. ELIGIBILITY

1.1. General eligibility of applicant organisations

This Call is addressed, in the terms further detailed along these Guidelines, to **small or midsize museums and other cultural heritage sites**, including archaeological sites, which are open to the public and are managed by a permanent management team specifically allocated to that task. For the purposes of this call, "Museums" include the widest sense of this word as defined by ICOM[1], as well as tangible or intangible heritage organisations having open and accessible structures or facilities accessible to the public.

Applicant organisations may have any specific mission or be dedicated to any content, as long as it can be considered as a **"cultural content",** according to the article 4 of the 2005 UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions: "cultural" refers to the symbolic meaning, artistic dimension and cultural values that originate from or express cultural identities.

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[1] « The term 'museum' may mean either the institution or the establishment or the place generally designed to select, study and display the material and intangible evidence of man and his environment. » Desvallées, A., Mairesse, F. (2010). *Key Concepts of Museology*. ICOM/Armand Colin.

Applicant organisations may be **public or private**. They must be based in one of the **countries participating in the Creative Europe Programme**[2], and must have been open and **operational for at least five years** at the time of the application.

1.2. Small or midsize organisations

This Call is specifically addressed to small and midsize eligible organisations. The selection committee will assess the consideration of an applicant as small or midsize organisation in accordance with a ponderation of the following parameters:

A. The organisation's yearly budget, considered both in itself, and within a global consideration of the economic situation of the cultural sector in the same country;

B. The human resources directly dedicated to the organisation's management and to the fulfilment of its mission, with specific attention to the resources, if any, specifically dedicated to the institution's communication and outreach activities.

C. The scope or geographical area of influence of the applicant organisation, as defined in its legal mandate, in its external communication, or in any other internal strategic documents.

2. APPLICATION TO THE DIFFERENT DIGITRAINING PROGRAMMES

2.1. The DigiTraining Programmes

The activities to be developed by DigiTraining are **divided into three Programmes**, free of charge.

The reply to this Call includes an application for participation in the **activities of the General Programme** as detailed below. Interested organisations are invited to **apply to benefit from the activities of the Specific and the Qualified Programmes**, considering

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[2] Countries participating in the Creative Europe programme include those part of the Creative Europe Cross-sectoral strand, namely the 27 EU Member states and the following non-EU countries: United Kingdom, Iceland, Norway, Albania, Bosnia and Herzegovina, North Macedonia, Montenegro, Republic of Serbia, Georgia, Moldova, Ukraine, Tunisia, Armenia, Kosovo. The reference list is available at https://wayback.archive-it.org/12090/20210123004319/https://eacea.ec.europa.eu/creative-europe/library/eligibility-organisations-non-eu-countries_en.

their own capabilities, their mission and their objectives, as well as the availability of their staff.

A selection procedure in accordance with these Guidelines, will decide the beneficiary organisations:

- A maximum of sixty (60) applicants, with a maximum of three (3) attendants per organisation, will be accepted in the General Programme;
- A maximum of six (6) applicants, with a maximum of three (3) attendants per organisation will be accepted in the Specific Programme;
- A maximum of three (3) applicants with a maximum of three (3) attendants per organisation, unless otherwise agreed in accordance with the beneficiary, will be accepted in the Qualified Programme.

The language of all activities and training materials will be English.

A. The General Programme

This Programme will combine a series of online activities intended to permit the beneficiaries to better relate their content to digital and audiovisual communication, confront technical problem-solving, and address the management, monetisation and audience challenges linked to a better understanding and usage of digital capabilities and digital tools in their organisations.

In particular, advanced audiovisual digitalisation solutions will be provided to improve or enable the curation of memorable experiences through innovative interaction modalities that use AV digital technologies. This will include an introduction to 2D and 3D digitisation technologies for Cultural Heritage, along with hands-on training workshops, as well as computer-aided AV tools for authoring and storytelling of narratives that contextualise the AV presentations. Examples may include using sound information to complement visual information or to recreate a 2D or 3D scenery; auditory guidance in online content; design auditory and visual feedback to make users interact with online content.

Parallel to the technical capabilities, to sustain the use of new digital tools and resources within the organisations, the Programme will provide guidance for defining and managing the digitisation strategy inside the organisation and in its external relations. Main topics will include: the digital challenge in cultural heritage institutions (CHIs): challenges and opportunities for of the digital and audiovisual; defining a strategy to support digitisation process; skills and competences for a digital and audiovisual workforce in CHIs;

communication, partnerships and external relations: communication strategy, promoting new visual and audiovisual content, exploring partnerships and funding opportunities.

The activities of the General Programme will take place on a weekly basis, starting the earliest in June 2021 and ending by the end of the summer of 2021.

Activities will have a duration of 10 weeks, requiring an estimated dedication of 6 hours per week. They will include online training through the project's eLearning platform, live sessions, videos and practical tools for producing digital content. Activities will combine online training in the form of synchronous sessions (lectures, workshops) and a number of hours as self-study and practical activities. Participants are expected to attend the synchronous sessions. Self-study and assignments have a flexible calendar.

Activities will be concentrated regularly in two days per week, to be defined in coordination with the beneficiary organisations.

B. The Specific Programme

This Programme will provide the selected beneficiaries with a tailor-made analysis of their needs and capabilities regarding the digital innovation at the service of their mission; it will mentor attendants through a specific training programme resulting in a solid capacitation in digital skills and in the strategy and the management tools to deal with them. Activities will include a focus on the creation of AV content with more advanced lectures and additional hands-on consultation and tutoring per organisation.

Examples of use cases of the Specific Programme may include learning about the types of sensors to digitise real-time tangible or intangible interactions; using gesture commands in a digital installation; using sensorimotor feedback in VR and AR to improve immersion, to demonstrate a skill, to make visitors experiment simple or complex gestures associated with cultural practices or workmanship.

Participation in these activities will leave a stronger and visible benefit in those organisations. It is also expected that attendants have a stronger commitment and dedication to the Programme.

Its **activities will take place in accordance with the beneficiary organisation in dates to be agreed between September 2021 and December 2022**. They will consist of 80 hours

distributed along 15 weeks training, focused on the participants needs (online platform, synchronous workshops) and individual meetings with participants to support the digital innovation process in each organisation.

The estimated dedication per attendant will be of 6 hours weekly.

By the end of the Programme, on-site presential meetings with the participant organisations may take place.

C. The Qualified Programme

This Programme will offer selected organisations the benefit of a tailor-made virtual or augmented reality audiovisual production. Virtual and augmented reality experiences are the next big thing for cultural institutions to look at. Virtual reality is the closest thing we have to a time machine. It gives us a magical ability to shift perspectives and travel across time and space. Augmented reality allows you to enrich and enliven artefacts and environments with digital overlays and to create interactive and engaging experiences that can bring important stories to life in novel ways. Together, they can give powerful, educational and meaningful experiences that can bring important stories to life, tie us closer to our heritage and heighten visitor experience - both at home and on site.

The production will be specifically designed in accordance with the organisation's respective mission and with its proposed content-driven narrative. Organisations participating in this Programme should expect to engage with the Digitraining team in charge of these activities throughout the process. Key curatorial staff from selected beneficiary organisations should allow time to understand how to handle hardware and integrate the experience provided into their setting, once the experience has been installed and deployed. The Digitraining partner in charge will provide the necessary strategic and managerial advice to best exploit and manage that high-value content and to best integrate it in the context of their activities.

Activities will be held online and on-site depending on needs and circumstances. An estimation of time to be allocated by attendants will range between a total of 55 to 70 hours, including:

- Defining the historic and creative script
- Ongoing feedback and reviews
- Integration, installation and training

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- Set up of the installation and preparation for its maintenance by the beneficiary on an ongoing basis.

The full Qualified Programme, from kick-off to final deployment, is expected to last from 4 to 6 months, starting in November 2021.

2.2. Application to the General Programme

Please provide your submission in English. Proposals submitted in any other language will not be evaluated.

After verifying your organisation's eligibility in accordance with Section 1 of these Guidelines, please submit your application through the DigiTraining website by filling in the Application Form within deadline.

We kindly request that the following information is provided through the Application Form and in accordance with its template:

A. Identification of the applicant's and the applicant's contact person;
B. A description of the applicant's mission as well as activities open to the public, as effectively developed for at least two years before the application;
C. A description of the applicant's financial and human resources directly dedicated to its activities and fulfilment of its mission, including information about their management skills, and digital technology related skills (if any);
D. The specific identification and presentation of the person(s) who will be directly taking part in the DigiTraining activities;
E. A brief description of how the applicant organisation intends to free the required time for the staff designed to attend the Programme, if the organisation were to be selected.

2.3. Application to the Specific Programme

Applicants for the Specific Programme will also provide the following information, through the Application Form:

A. Details about the applicant's physical equipment and infrastructure (such as connectivity, theatrical or exhibition facilities, distance from residential areas, etc...);
B. An exposition of what the applicant considers may be its current biggest weaknesses or gaps in the context of digital skills, digital capabilities and innovative management

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capabilities, together with its expectations of what would be expected to benefit from the direct support to be provided by the DigiTraining experts.

2.4. Application to the Qualified Programme

Applicants for the Qualified Programme will also provide the following information, through the Application Form:

A. An initial preliminary description of the essential content the applicant would like to include in its exhibition offer as audiovisual virtual/augmented reality production, and how it connects with its content and mission;

B. A short description of available reference material on which the AR/VR content could be based or draw inspiration from. This could be in the form of existing 3D assets, archival videos or photos, historical witness accounts or other historical sources that are relevant to the description requested in a);

C. An explanation of any adjustments, management upgrades or changes the applicant organisation may need to introduce at the end of the Programme to adapt the organisation's services offer to this new tool).

3. SELECTION OF BENEFICIARIES

The beneficiaries of the DigiTraining activities will be selected by a committee appointed by the Partners, including members of its own qualified teams.

The selection process will be transparent, taking into account the objectives of DigiTraining, as well as its resources, the declared needs of the potential beneficiaries, and the quality of the information provided in their proposals.

The following points will be included in the assessment of applications:

- The **stability and sustainability** of the applicant organisation and of its declared activities;
- An effort to guarantee **gender balance among the participants** in the DigiTraining activities;
- The **quality of the information provided**, in particular regarding objectives, projects and the assessment and description of needs to be supported by DigiTraining;

- The **size and capabilities of the applicant's organisation**, in the relative context of its country and its geographical environment, to ensure as much as possible the priority for small and medium-size organisations.

The selected beneficiaries will be informed of the outcome, and may be asked to provide further relevant administrative information before confirming their acceptance to the Programme.

Unsuccessful applicants will receive a motivated communication on the outcome of the process and its result.

The communication of selected beneficiaries will be made not later than June 31, 2021.

4. OBLIGATIONS OF BENEFICIARIES

Acceptance to participation in the Specific and the Qualified Programmes will require the acceptance of these basic obligations:

- the applicant's guarantee of its **commitment to a stable participation of the designed staff** in the activities organised by DigiTraining. For this purpose, DigiTraining may request, if and when applicable, the express authorisation of the relevant authorities under whose control the beneficiary organisation is allocated;
- to provide information necessary for the **reporting of the activities developed** with the applicant, in accordance to templates and details to be specified;
- to allow the **communication and dissemination** of the beneficiary's participation in the DigiTraining activities.

5. CERTIFICATION OF ATTENDANCE

Each organisations' participant who has attended and completed any of the DigiTraining Programmes will receive a nominative Certificate of Attendance, with a mention to the Programme's hours and a global mention of the content included in the training.

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