OT3.5 - Trainings on digital innovation of heritage

Project	Responsible Green Destination Amazon of Europe
Acronym	Amazing AoE
Duration	1.7.2020 – 31.12.2022
Website	http://www.interreg-danube.eu/approved-projects/amazing-aoe

Work Package	**T3**
Output/Deliverable	**Output**
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Institution	**Arctur**
Date	**30.6.2022**

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1. EXECUTIVE SUMMARY

As planned in the project proposal, four (4) trainings on the digital innovation of heritage were organised and executed by Arctur in collaboration with project partners. The trainings were held in the period May – December 2021.

Before the trainings began, Arctur formulated a plan of the themes presented in the trainings. The plan was completed and confirmed before the first training.

The first training (May 2021) was about introducing the project partners to the concepts and methodology of digitalisation of natural and cultural heritage.

The second training (June 2021) followed upon the first and taught project partners about technologies and practical approaches on how to digitalise natural and cultural heritage. It also involved exercises with project partners where they learned about the customer journey and the construction of immersive digital heritage experiences.

The third and the fourth training were held as a side event to the 6th SCOM in one day. The aim of the third training was for project partners to pitch their realised, planned or "ideal" projects for the digitalisation of natural and cultural heritage. Their pitches were recorded and will be used in the formulation of the Joint concept on digital innovation of natural and cultural heritage in AoE (O.T3.4).

The aim of the fourth training was to teach project partners different strategies and approaches in marketing the digital heritage experiences.

All four trainings on the digital innovation of heritage were successfully completed.

2. PLAN FOR TRAININGS ON DIGITAL INNOVATION OF HERITAGE

Before the trainings could start, the plan for their execution needed to be formulated by Arctur, in consultations with the Lead partner (Iskriva). The plan was finished in the period April and May 2021. It proposes 4 trainings with the following themes and general dates for execution:

Training	Theme	Date
1st Training	Digital innovation of natural and cultural heritage: why and why now, what and who	17.5.2021
2nd Training	Setting the story and technology right	9.6.2021
3rd Training	Expert- and Peer-review sessions	Autumn 2021
4th Training	Marketing your digital natural and cultural heritage immersive experience	Q1 2022

1st Training	
Duration:	120 min (60 min presentation + 15 min break + 45 min discussion)
Speaker(s):	Arctur: Matevž Straus, Urška Starc Peceny
Theme:	Digital innovation of natural and cultural heritage: why and why now, what and who
Topics covered:	- A short introduction to Tourism 4.0 and the role of technology - About Arctur's T4.0 Heritage+ team - Reasons for digital innovation of natural and cultural heritage - Elements of a good project - Building blocks: experience design - Building blocks: technological - Building blocks: non-technological - Examples and case studies from Slovenia and abroad - Short presentations of PP investment ideas
Materials:	- Presentation(s)
Learnings:	- What needs to be considered when designing a digital heritage experience - What technologies can be used – and with what purposes - What is "state of the art" internationally - What other partners are planning
Tasks:	/

2nd Training	
Duration:	120 min (60 min presentation + 15 min break + 45 min discussion)
Speaker(s):	Arctur: Urška Starc Peceny, Matevž Straus
Theme:	Setting the story and technology right
Topics covered:	- Defining user/personas - Customer journey - Natural and cultural heritage interpretation principles - 3D and 360-degree digitization technologies - 3D Simulated reconstructions - Immersive experiences: when and when not
Materials:	- Presentation(s) - Worksheet: target groups - Worksheet: Experience idea
Learnings:	- How to define and understand users - How to design a customer journey - How to interpret cultural heritage appropriately - How to employ 3D and 360-degree digitization technologies

	- How to conduct 3D Simulated reconstructions - How to choose an appropriate immersive experience
Tasks:	- Finish worksheets (2) - Prepare a pitch and questions for the next session

3rd Training	
Duration:	150 min (60 min first round of pitches + 15 min break + 60 min second round of pitches + 15 min closing remarks)
Speaker(s):	Arctur: Urška Starc Peceny, Matevž Straus, Dejan Šuc, Tomaž Kalin
Theme:	Expert- and Peer-review sessions
Topics covered:	- Each PP presents her/ his project idea (in the format of a pitch) - Experts and peers comment on PP ideas and proposals - Pitch: 5 min, comments: 5-10 min (together 10-15 min)
Materials:	- PP presentations
Learnings:	- How to improve my idea - What can I learn from my peers' ideas - How to solve my challenges
Tasks:	- Update the pitch for archive/ report

4th Training	
Duration:	120 mins (60 mins presentation + 15 mins break + 45 mins discussion)
Speaker(s):	Arctur: Urška Starc Peceny, Matevž Straus
Theme:	Marketing your digital natural/cultural heritage immersive experience
Topics covered:	- Digital storytelling for natural and cultural sites: content and social media marketing methods - User generated content (UGC) and why it is important - Examples of digital campaigns that combine creativity and disruptive approaches
Materials:	- Presentation (s)
Learnings:	- What marketing methods to use in the promotion of natural and cultural experiences - What is and how to use UGC - What is "state of the art" internationally
Tasks:	/

3. FIRST TRAINING – WHY AND WHY NOW, WHAT AND WHO

The first training was held on 17.5.2021 from 10.00-12.00 CET online on the Zoom platform due to COVID restrictions. The aim of the training was to introduce the project partners to the concepts and methodology of digitalisation of natural and cultural heritage. It also provided an opportunity for the project partners to present their views and active/planned investments into digitalisation of heritage.

3.1. The agenda for the first training

Amazing Amazon of Europe
1st training on digital innovation of heritage
17th May, 2021

Meeting venue: Zoom platform
Participants: Arctur, Iskriva, Velika Polana, WPRED, CROST, TZMŽ, OBŽ, Green Osijek, KKZ, VZZ, Trail Angels, 8Cities, MOA, COS
Speakers: Urška Starc Peceny and Matevž Straus, Arctur
Moderator: Hrvoje Ratkajec

Aims of the meeting are:
1st training on digital innovation of heritage - Digital innovation of natural and cultural heritage: why and why now, what and who

Meeting agenda:

10.00 – 11.00	- A short introduction to Tourism 4.0 and the role of technology - About Arctur's T4.0 Heritage+ team - Reasons for digital innovation of natural and cultural heritage - Elements of a good project - Building blocks: experience design - Building blocks: technological - Building blocks: non-technological - Examples and case studies from Slovenia and abroad - Short presentations of PP investment ideas
11:00 – 11:15	Break
11.15 - 12.00	Discussion, all participants contribute Agreements, next steps, final thoughts

Arctur is inviting you to a scheduled Zoom meeting:
https://zoom.us/j/92392420474?pwd=c0VrR2tmYnlXZUtkNStlT0crcEoxdz09
Time: 17th May, 2021 10:00 Ljubljana

3.2.   The minutes from the first training

Meeting venue: Zoom platform

Participants:

Arctur: Urška Starc-Peceny, Matevž Straus, Hrvoje Ratkajec

Iskriva: Vid Štuhec

Trail Angels: Rudi Trinko

Velika Polana: Miha Horvat, Ksenija Glažar

WPRED: Máté Deák

Varaždin County: Miran Bojanić Morandini, Nikola Pavić, Petra Martak, Marko Cmrečak

Tourism Board Međimurje: Iva Vurušić Mađarić

Osijek-Baranja County: Adela Sadiković, Goran Radonic

Green Osijek: Mislav Barić, Dinko Pešić, Katarina Huber

Koprivnica Križevci County: Vladimir Šadek, Mirela Ćurčić

8Cities: Viktoria Artauf

Municipality of Apatin: Renata Kuruc

City of Sombor: Dragana Milin

Aims of the meeting are:

1st training on digital innovation of heritage - Digital innovation of natural and cultural heritage: why and why now, what and who


MONDAY, 17th May 2021, 10:00-12:00

Notes:

1. Urška Starc-Peceny and Matevž Straus presented topics of digital innovation of heritage as planned in the meeting agenda. Their presentation ended around 11.30.
2. After that, there was a short round of questions from project partners about certain elements of the presentation to which Urška Starc-Peceny and Matevž Straus provided answers.

3. Then project partners that have planned investments into equipment for the digitalisation of heritage presented their investment projects. Urška Starc-Peceny and Matevž Straus provided comments.
4. The meeting concluded at 12.00 with an announcement of the second training in June.

Participants photos
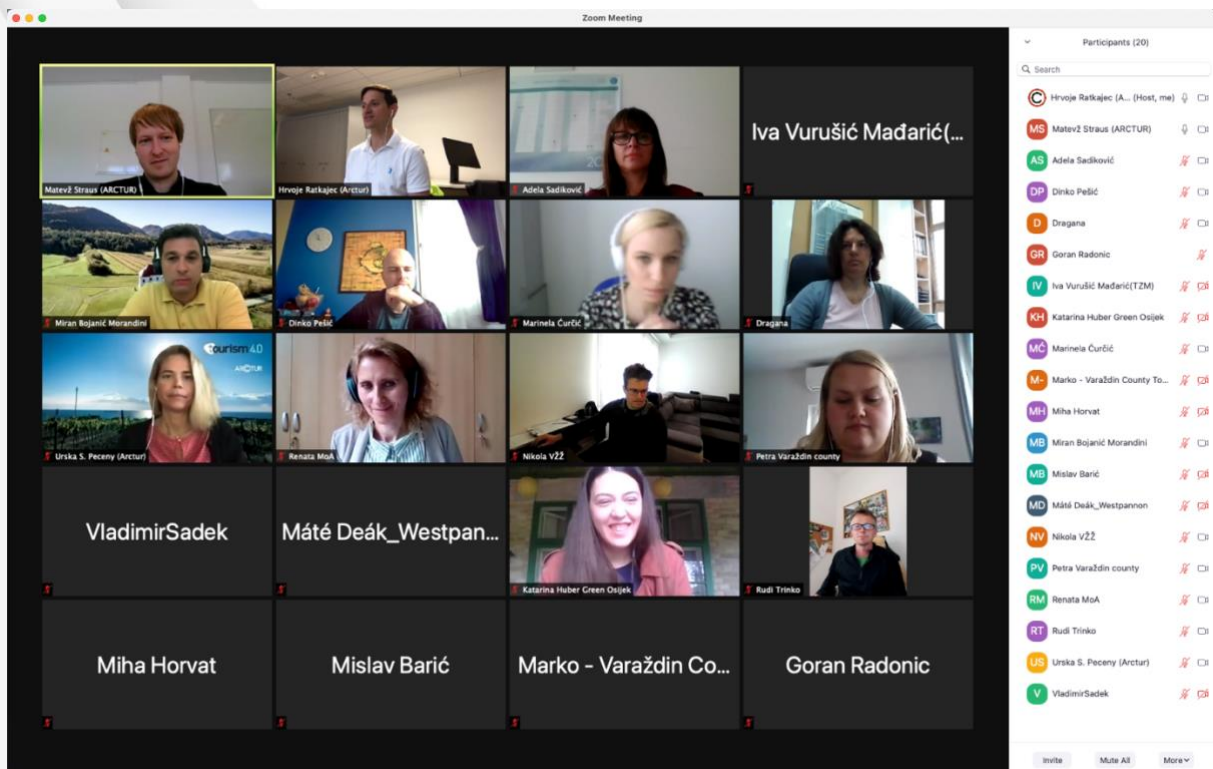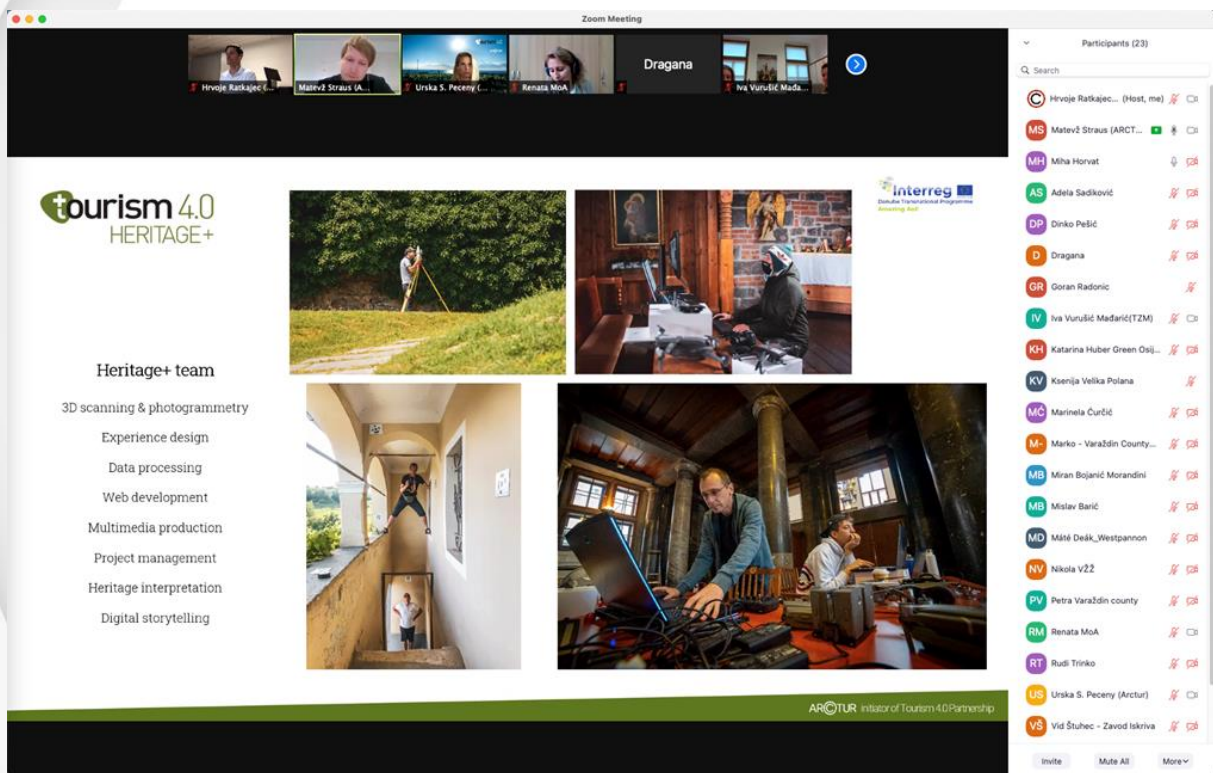
4. SECOND TRAINING – SETTING THE STORY AND TECHNOLOGY RIGHT

The second training was held on 9.6.2021 (14.00-16.00 CET) online on the Zoom platform due to COVID restrictions. The aim of the training was to introduce to the project partners technologies and practical approaches on how to digitalise natural and cultural heritage. It also involved exercises with project partners where they learned about the customer journey and the construction of immersive digital heritage experiences.

4.1. The agenda for the second training

Amazing Amazon of Europe
2nd training on digital innovation of heritage
9th June, 2021

Meeting venue: Zoom platform
Participants: Arctur, Iskriva, Velika Polana, WPRED, CROST, TZMŽ, OBŽ, Green Osijek, KKZ, VZZ, Trail Angels, 8Cities, MOA, COS
Speakers: Urška Starc Peceny and Matevž Straus, Arctur
Moderator: Hrvoje Ratkajec

Aims of the meeting are:
- 2nd training on digital innovation of heritage - Setting the story and technology right

Meeting agenda:

14.00 – 15.00	Presentation:
	• Defining user/personas
	• Customer journey
	• Natural and cultural heritage interpretation principles
	• 3D and 360-degree digitization technologies
	• 3D Simulated reconstructions
	• Immersive experiences: when and when not
	• Exercise #1: Target groups
	• Exercise #2: Experience
15:00 – 15:15	Break
15.45 - 16.00	Discussion, all participants contribute
	Agreements, next steps, final thoughts

Arctur is inviting you to a scheduled Zoom meeting:
https://zoom.us/j/92308587905?pwd=OHY2aEM5TjVPa0libUpqZWdxOE9HQT09
Time: 9th June, 2021 14:00 Ljubljana

4.2. The minutes from the second training

Meeting venue: Zoom platform

Participants:

Arctur: Urška Starc-Peceny, Matevž Straus, Hrvoje Ratkajec

Iskriva: Vid Štuhec

Velika Polana: Ksenija Glažar

WPRED: Máté Deák, Bolyós Ádám

CROST: Gábor Benovics

Varaždin County: Nikola Pavić

Osijek-Baranja County: Ivana Vranić, Ivana Kišćinal

Green Osijek: Dinko Pešić

Koprivnica Križevci County: Vladimir Šadek, Marinela Ćurčić

Municipality of Apatin: Renata Kuruc

City of Sombor: Dragana Milin, Saša Milić

Aims of the meeting are:

2nd training on digital innovation of heritage - Setting the story and technology right

WEDNESDAY, 9th June 2021, 14:00-15:50

Notes:

1. Urška Starc-Peceny and Matevž Straus presented topics of digital innovation of heritage as planned in the meeting agenda.
2. After the first part of their presentation, there was Exercise #1 with participants (project partners), where participants used worksheets to define their target groups. After participants finished with the worksheet, several of them presented their results and Urška Starc-Peceny with Matevž Straus discussed their results with them.
3. After this, Urška Starc-Peceny and Matevž Straus continued with the second part of their presentation.

4. After the second part of their presentation, there was Exercise #2 with participants, where participants used worksheets to define the experience their destination is to provide to tourists using presented concepts of digital innovation of heritage. After participants finished with the worksheet, several of them presented their results and Urška Starc-Peceny with Matevž Straus provided comments.

5. After the discussion with the participants, the meeting ended with a short announcement of the topics for the next training.

Participants photos
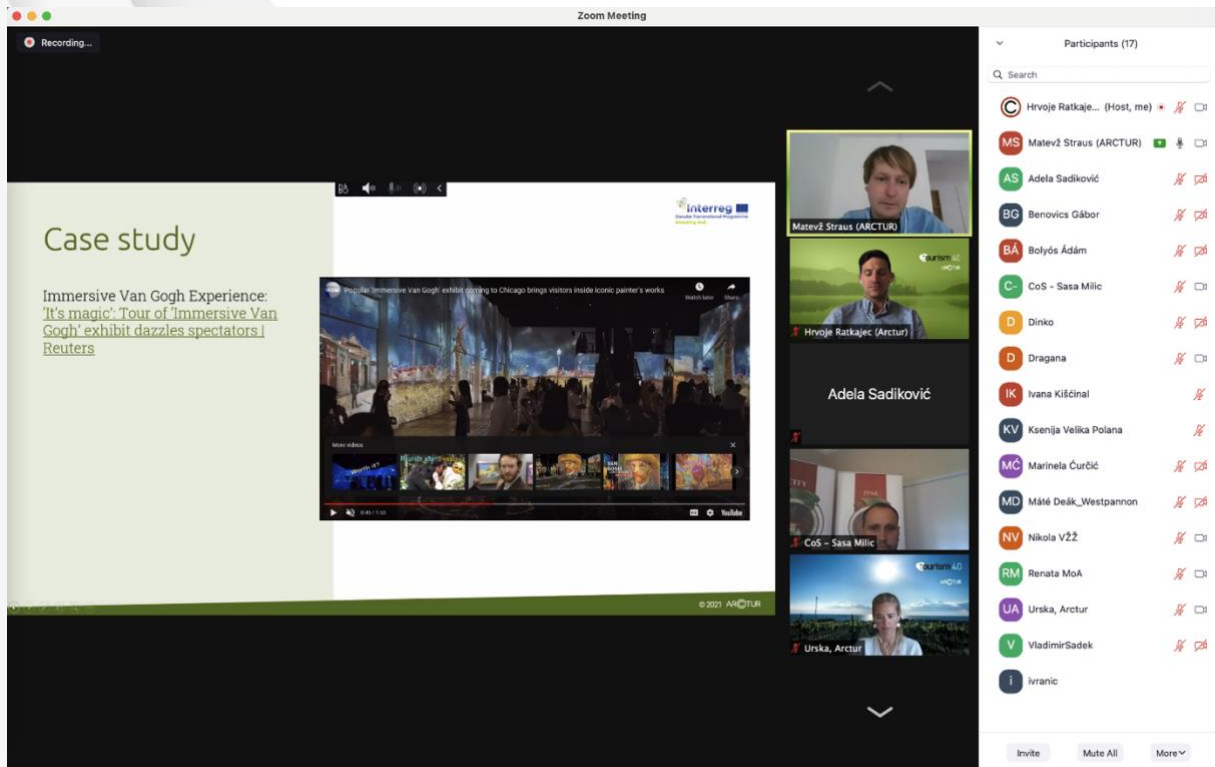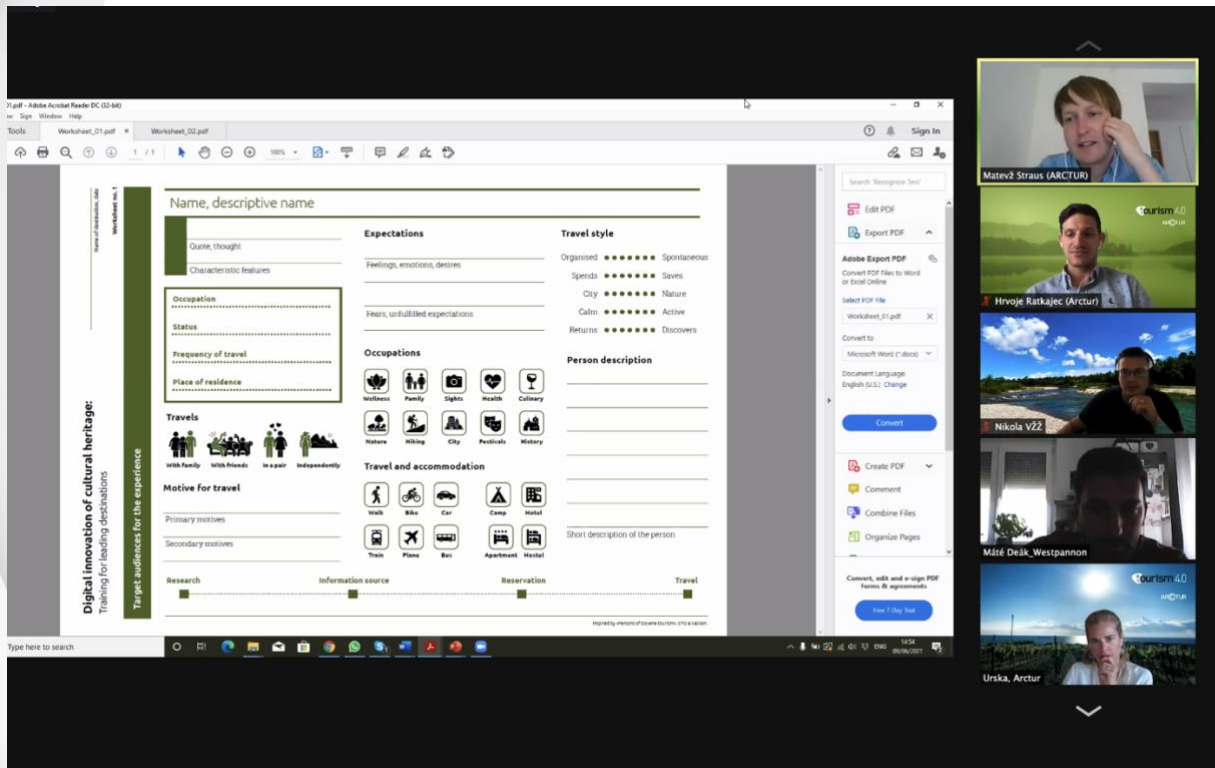
5. THIRD AND FOURTH TRAINING – PITCHING THE "IDEAL" PROJECT AND MARKETING OF DIGITAL HERITAGE

The third and the fourth training were held as a side event to the 6th SCOM on 15.12.2021. They were held on the same day, in two time slots (10.00 – 12.00 3rd training, 13.30-16.00 4th training). The reason for having the two trainings on the same day was that initially it was planned to have the SCOM in person in Ljubljana. This would work nicely with the 3rd training – the pitching of project partners' ideas live before other partners and Arctur – and since the project partners would already come to Ljubljana in person, it would make sense to have the 4th training at the same time. When the SCOM was moved to an online event, the trainings were moved online too but the slots remained.

The aim of the third training was for project partners to pitch their realised, planned or "ideal" project for the digitalisation of natural and cultural heritage. Their pitches were recorded and will be used in the formulation of the Joint concept on digital innovation of natural and cultural heritage in AoE (O.T3.4).

The aim of the fourth training was to teach project partners different strategies and approaches in marketing the digital heritage experiences.

5.1. The agenda for the third and the fourth training

Amazing Amazon of Europe
3rd and 4th training on digital innovation of heritage
15th December, 2021

Meeting venue: Zoom platform
Participants: Arctur, Iskriva, Velika Polana, WPRED, CROST, TZMŽ, OBŽ, Green Osijek, KKZ, VZZ, Trail Angels, 8Cities, MOA, COS
Speakers: Hrvoje Ratkajec, Matevž Straus, Arctur

Aims of the meeting are:

3rd training on digital innovation of heritage – project partners present their "ideal" projects (in the format of a pitch). Experts and peers comment on presented ideas and proposals.

4th trainings on digital innovation of heritage - Marketing your digital natural/cultural heritage immersive experience.

Meeting agenda:

10:00 – 16:00	Trainings on digital innovation of natural and cultural heritage
10:00 – 12:30	3rd Training on digital innovation of natural and cultural heritage (pitching)
12:30 – 13:30	Lunch
13:30 – 15:00	4th Training on digital innovation of natural and cultural heritage

Arctur is inviting you to a scheduled Zoom meeting:
https://us06web.zoom.us/j/82754405413?pwd=aEtoT1FXcmZ3Yi82cG9oMEU1cE5sQT09
Time: 15th December, 2021 10:00 Ljubljana

5.2. The minutes from the third and the fourth training

Meeting venue: Zoom platform

Participants:

Arctur: Hrvoje Ratkajec, Matevž Straus

Iskriva: Vid Štuhec, Urška Dolinar, Jure Čuček

Velika Polana: Ksenija Glažar, Nina Lebar

WPRED: Bolyós Ádám

CROST: Gábor Benovics, Zoltán Pámer

Tourism Board Međimurje: Petra Murković, Iva Vurušić Mađarić

Varaždin County: Nikola Pavić

Osijek-Baranja County: Ivana Vranić, Adela Sadiković

Green Osijek: Dinko Pešić, Katarina Huber

Koprivnica Križevci County: Vladimir Šadek, Marinela Ćurčić

Municipality of Apatin: Renata Kuruc, Maja Ličin

City of Sombor: Dragana Milin, Saša Milič

8Cities: Viktoria Artauf, Wolfgang Weber

Trial Angels: Stefanie Dolzer

Aims of the meeting are:

3rd training on digital innovation of heritage – project partners present their "ideal" projects (in the format of a pitch). Experts and peers comment on presented ideas and proposals.

4th training on digital innovation of heritage - Marketing your digital natural/cultural heritage immersive experience.

WEDNESDAY, 15th December 2021, 10:00-16:00

Notes:

1. 3rd training was about pitching the "ideal" project from project partners.
2. Matevž Straus and Hrvoje Ratkajec guided each project partner to present their project idea in a form of a pitch. There were 11 pitches in this order: Municipality of Velika Polana, West Pannon Regional and Economic Development Public Nonprofit Ltd., CROST Regional Development Nonprofit Ltd., Tourism Board Međimurje, Osijek-Baranja County, Association for nature and environment protection Green Osijek, Koprivnica Križevci County, Varaždin County, Municipality of Apatin and City of Sombor.
3. After each pitch, Matevž Straus and Hrvoje Ratkajec provided brief comments and posed questions to the presenting project partner. Other partners also joined in in the discussion.
4. The 3rd training ended with all pitches presented.
5. At the 4th training, Matevž Straus presented the topic of marketing digital natural/cultural heritage immersive experience, with key topics: Digital storytelling for natural and cultural sites: content and social media marketing methods; User generated content (UGC) and why it is important; Examples of digital campaigns that combine creativity and disruptive approaches.
6. Between and after the presentation project partners posed different questions, also concerning the 3rd training, and Matevž Straus answered them.
7. Hrvoje Ratkajec was following the questions in the chat and presented them live to Matevž to answer.
8. The 4th training ended with concluding remarks from Matevž Straus and Hrvoje Ratkajec, along with a short announcement of the planned next steps how to use material from trainings to form the Joint concept on digital innovation of natural and cultural heritage in AoE.

Participants photos