

TEMPLATE

Output factsheet: Trainings

Version 1

Project index number and acronym	CE1565 SACHE
Lead partner	Chamber of Commerce, Industry, Craft and Agriculture of Venice Rovigo
Output number and title	D.T2.3.2 Formal training courses addressed to cultural operator
Responsible partner (PP name and number)	Friuli Venezia Giulia Autonomous Region (FVGAR) - Department for Culture and Sport, PP3
Project website	https://www.interreg-central.eu/Content.Node/SACHE.html
Delivery date	20/01/2021

Summary description of the implemented training measure(s), explaining the specific goal(s) and target groups

The training event was held on the ZOOM platform. The main topic of the events was the digital innovation in the field of Cultural Heritage enhancement, where different case histories have been analyzed. The training was composed by different measures: an informative module concerning the new technologies applied to enjoyment of culture and tourism (macro-trends, 4.0 revolution, impact of the COVID 19); a mixed module on Augmented Reality, Virtual Reality and Mixed Reality formed by a Theoretical section and a section about national and international case histories. The training goals were improving of skills of the managers and operators of cultural institutions, gather their needs and enhance their matching potential with business partners. The targets involved were mainly representatives of Museums, Cultural Festivals and other cultural operators, but also local public authorities' representatives; regional Public authority representatives; SMEs; Universities and general public.

NUTS region(s) where training(s) have been conducted (relevant NUTS level)

The participants to the on-line training were based in the Friuli Venezia Giulia Autonomous Region, NUTS 2 region (ITH5) and specifically in the 4 NUTS 3 level areas: Pordenone (ITH41); Udine (ITH42); Gorizia (ITH43); Trieste (ITH44)

Expected impact and benefits of the trainings for the concerned territories and target groups

The enhancement of the skills of the managers of cultural institutions and of the information about the new a scenario and its related challenges (new AR/VR/MR technologies and Culture 4.0 transition) will make cultural operators able to share new initiatives and projects with other actors of the cultural and creative ecosystem attending the training, primarily SMEs, freelancers, artists, sectoral agencies and local authorities. The sharing and recognition of mutual needs is in fact a necessary condition for the creation of a common vision that nurtures sustainable medium-term joint ventures capable of feeding in FVG AR elongated supply chains between cultural institutions, creative companies and the manufacturing sector. Furthermore, cultural operators, having become aware of their potential, will be able to better communicate their "market potential" to possible future partners by sharing a common perspective.

Sustainability of the training(s) and developed training material(s) and their transferability to other territories and stakeholders

A relevant part of the topics, referring to technological trends and ongoing processes affecting the cultural sector worldwide, show a good level of transferability. The same judgment applies to the transferability of business modeling tools. The training material shared with the participants is available in the FVG AR site (see the section "References to relevant deliverables and web-links")

Lessons learnt from the development and implementation of training measures and added value of transnational cooperation

The main lessons learnt during the training were related to cultural innovation 4.0 and business modeling

- Museums and other cultural operators must choose technologies functional to their strategic objectives and vocations. So it is necessary that SMART objectives with precise KPI's are defined at the basis of digital innovation.
- In the creation of joint ventures or other forms of collaboration, innovation partners and CCIs who know the cultural bodies and the territories should be preferred, in order to create sustainable local networks. In this perspective should be selected intermediaries and facilitators / consultants with hybrid skills.
- It is necessary to accurately define business models and economic cooperation shared with business partners, adopting a win-win strategy. In this perspective the Canvas Business Model should be used to set the vision, execution and sustainability model of the partnership. A sincerely mutualistic relationship and mutual contamination with business partners must be defined, since the (traditional) client-supplier relationship does not work in the digital and model innovation sector.
- Scalable and easy to use solutions should be chosen. Better to start with a minimum viable product than with a monster project. A SWOT matrix should be used and updated to maintain a self-critical view and remain flexible to change and Design Thinking and competition maps should be used to compare with competitors and maintain the uniqueness of the proposal.

These lessons learned, that refer to technological trends and ongoing processes and affect the cultural sector worldwide, can represent enriching elements for transnational cooperation such as the tools related to business models. On the other hand, the call to mutual knowledge of the territories and the possible scenarios of the new cultural tourism are elements that will become essential in a framework characterized by proximity / sustainability relationships and the rediscovery of minor circuits and realities, including artistic and cultural ones.

References to relevant deliverables and web-links If applicable, pictures or images to be provided as annex

The recordings of the training and the materials shared with the participants are available at the following links:

http://www.regione.fvg.it/rafv/export/sites/default/RAFG/cultura-sport/progetti-bandi-europei/FOGLIA10/FOGLIA4/allegati/2101_Presentazione_SACHE_20_GENNAIO_2021.pdf

http://www.regione.fvg.it/rafv/export/sites/default/RAFG/cultura-sport/progetti-bandi-europei/FOGLIA10/FOGLIA4/allegati/Il_Management_digitale_della_cultura_progetto_SACHE_20_gennaio_2021.zip

Pictures:

