SmartCulture project: Introduction and first results
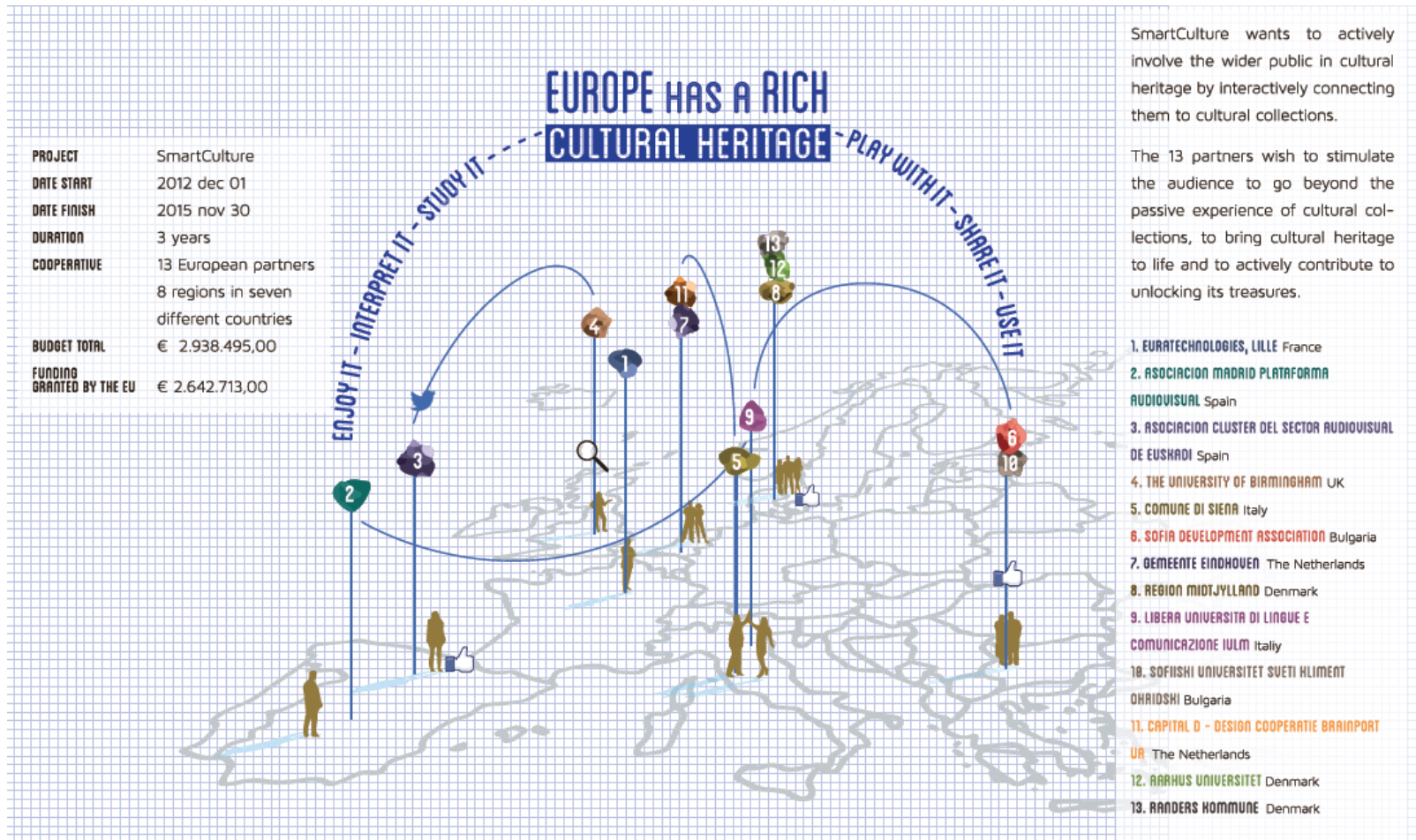
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Siena 2019 – IULM Milan

SMART CULTURE

An overview

EUROPE HAS A RICH CULTURAL HERITAGE

ENJOY IT – INTERPRET IT – STUDY IT PLAY WITH IT – SHARE IT – USE IT

PROJECT	SmartCulture
DATE START	2012 dec 01
DATE FINISH	2015 nov 30
DURATION	3 years
COOPERATIVE	13 European partners
	8 regions in seven
	different countries
BUDGET TOTAL	€ 2.938.495,00
FUNDING GRANTED BY THE EU	€ 2.642.713,00

SmartCulture wants to actively involve the wider public in cultural heritage by interactively connecting them to cultural collections.

The 13 partners wish to stimulate the audience to go beyond the passive experience of cultural collections, to bring cultural heritage to life and to actively contribute to unlocking its treasures.

1. EURATECHNOLOGIES, LILLE France
2. ASOCIACION MADRID PLATAFORMA AUDIOVISUAL Spain
3. ASOCIACION CLUSTER DEL SECTOR AUDIOVISUAL DE EUSKADI Spain
4. THE UNIVERSITY OF BIRMINGHAM UK
5. COMUNE DI SIENA Italy
6. SOFIA DEVELOPMENT ASSOCIATION Bulgaria
7. GEMEENTE EINDHOVEN The Netherlands
8. REGION MIDTJYLLAND Denmark
9. LIBERA UNIVERSITA DI LINGUE E COMUNICAZIONE IULM Italy
10. SOFIISKI UNIVERSITET SVETI KLIMENT OHRIDSKI Bulgaria
11. CAPITAL D – DESIGN COOPERATIE BRAINPORT UA The Netherlands
12. AARHUS UNIVERSITET Denmark
13. RANDERS KOMMUNE Denmark

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Framework of the project

- The project is funded by the European Union under the 7th Framework Programme (Regions of knowledge initiative, Capacities programme) and started the 1st of December 2012 for a period of 3 years. It will analyse, stimulate and promote pioneering and engaging digital experiences, transforming passive audiences of cultural heritage into active practitioners of culture.

Partnership

- The project partners are:
- EuraTechnologies (France) – Lead Partner; Asociación Madrid Plataforma Audiovisual (Spain); Asociacion Cluster del Sector Audiovisual de Euskadi-Euskadiko ikustentzunezko Klusterra (Spain); University of Birmingham (United Kingdom); Comune di Siena (Italy); Libera Universita di Lingue e Comunicazione IULM (Italy); Sofia Development Association (Bulgaria); Sofiiski Universitet Sveti Kliment Ohridski (Bulgaria); Aarhus Universitet (Denmark); Meaning Making Experience (Denmark); Region Midtjylland (Denmark); Gemeente Eindhoven (The Netherlands); Capital D - Design Coöperatie Brainport U.A. (The Netherlands).

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Main aims

- Over the next three years *SmartCulture* will stimulate the collaboration between ICT enterprises, creative and cultural organizations and research institutes across Europe, building a new network of organizations, which are specialized in the application of digital media to cultural heritage. These organizations will explore new opportunities and innovative ways of interactively connecting a broad audience to creative content. Identifying, analysing and promoting key technological research and innovation in relation to the cultural sector will empower cultural organizations, such as museums and libraries, to innovate.
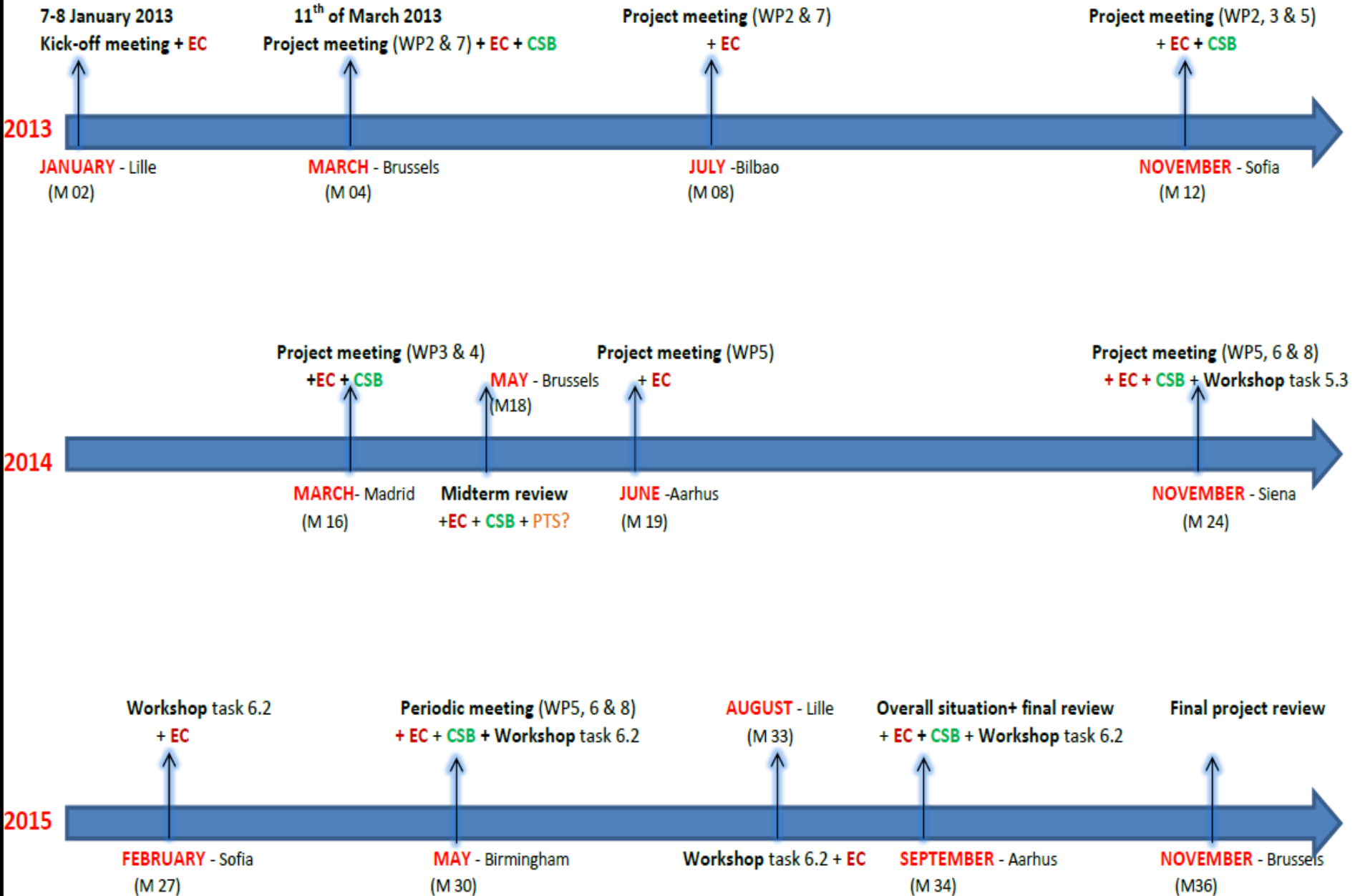
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Activities over the 3 years

WP 1	Project management
WP 2	Analysis and Integration- RDTI directory and SWOT analysis
WP 3	Strategic Interdisciplinary Research Agendas (SIRA)
WP 4	Definition of a Joint Action Plan (JAP) and Business Plan
WP 5	Capacity building and cluster area activation
WP 6	Benchmarking and Mutual Mentoring
WP 7	Communication and Dissemination
WP 8	Internationalisation activities and strategies with third countries

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Meetings/schedules

2013

7-8 January 2013
Kick-off meeting + EC

11th of March 2013
Project meeting (WP2 & 7) + EC + CSB

Project meeting (WP2 & 7)
+ EC

Project meeting (WP2, 3 & 5)
+ EC + CSB

JANUARY - Lille
(M 02)

MARCH - Brussels
(M 04)

JULY -Bilbao
(M 08)

NOVEMBER - Sofia
(M 12)

2014

Project meeting (WP3 & 4)
+EC + CSB

MAY - Brussels
(M18)

Project meeting (WP5)
+ EC

Project meeting (WP5, 6 & 8)
+ EC + CSB + Workshop task 5.3

MARCH- Madrid
(M 16)

Midterm review
+EC + CSB + PTS?

JUNE -Aarhus
(M 19)

NOVEMBER - Siena
(M 24)

2015

Workshop task 6.2
+ EC

Periodic meeting (WP5, 6 & 8)
+ EC + CSB + Workshop task 6.2

AUGUST - Lille
(M 33)

Overall situation+ final review
+ EC + CSB + Workshop task 6.2

Final project review

FEBRUARY - Sofia
(M 27)

MAY - Birmingham
(M 30)

Workshop task 6.2 + EC

SEPTEMBER - Aarhus
(M 34)

NOVEMBER - Brussels
(M36)

Deliverable 2.2: review of the activites

|	NORD-PAS DE CALAIS (FRANCE)	BASQUE REGION (SPAIN)	WEST-MIDLANS (UK)	SIENA/TUSCANY REGION (ITALY)	SOFIA DISTRICT (BULGARIA)	BRAINPORT EINDHOVEN (NETHERLANDS)	CENTRAL DENMARK REGION (DENMARK)	MADRID (SPAIN)	Tot.
online questionnaires									
sent	650	320	500	160	90	300	126	400	2.546
received	43	43	28	49	43	44	33	49	332
focus groups	7	5	5	5	7	6	3	6	44
sectors:									
Design	4			3		9	2		18
Audiovisual	4			3	8	5	7	6	33
New Media	4		8	4				5	21
Music								6	6
Art and craft						6			6
Architecture						4			4
Publishing & printing	5			3					8
Computer games & softwar	3			1	6		1	4	15
Cultural Heritage	4		4	16	9	4	5	6	48
Cross-disciplinary	4		5		6	6	2	5	28
Tot.	28	0	17	30	29	34	17	32	187
in-depth interviews									
Political actors	4	2	6	5	6	4	5	4	36
Economic actors	4	4	5	4	6	4	7	5	39
Research Actors	4	4	4	3	3	4	2	3	27
Other additional interviews	4								
Tot.	16	10	15	12	15	12	14	12	102

WP3: SWOT analysis, Siena.

SIENA: ITC MAP
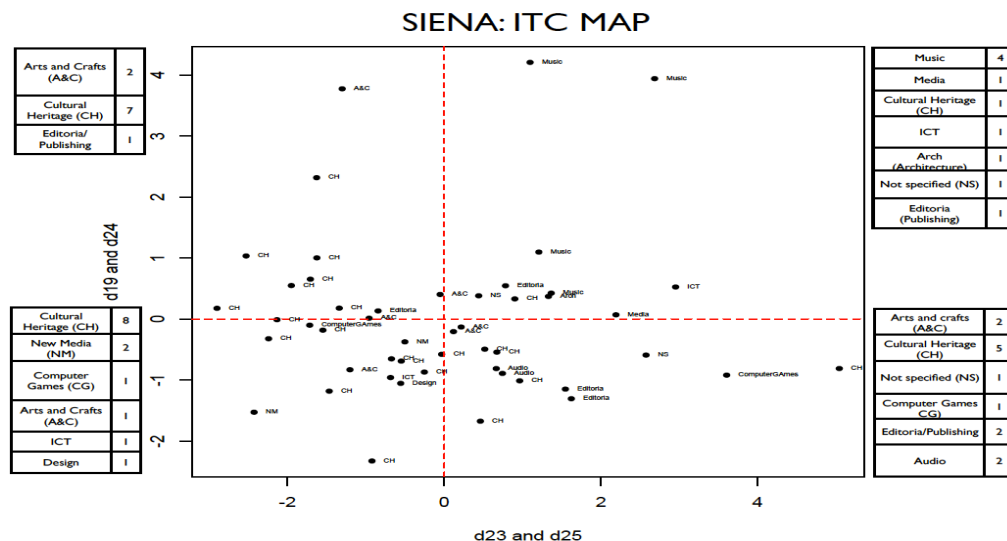
- Dimensions: Promoting public for creative economy and public investment.

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- Area of strength: high levels of public promotion for creative economy and public investment.
- Area of opportunities: public promotion for creative economy and low level of public investment.
- Area of weakness: both negative.
- Area of threats: positive public investment and low level of public promotion of creative economy.

WP3: SWOT analysis, Siena.

SIENA: CCI MAP
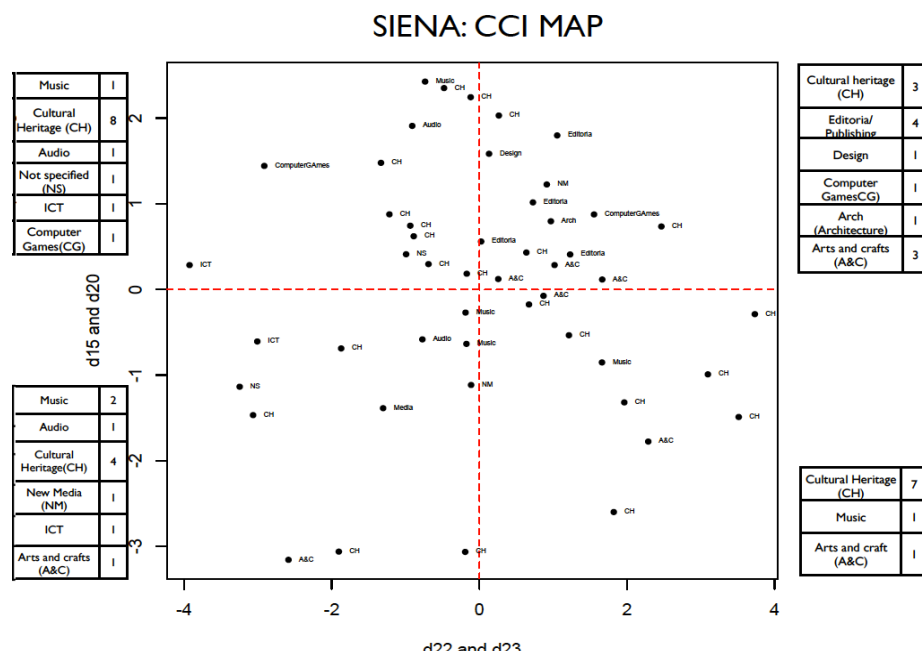
Dimensions: attractiveness of funding and effect of the crisis.

The areas are:

Area of strength: positive effect of the crisis and high attractiveness of financing (in other words, increased turnover).
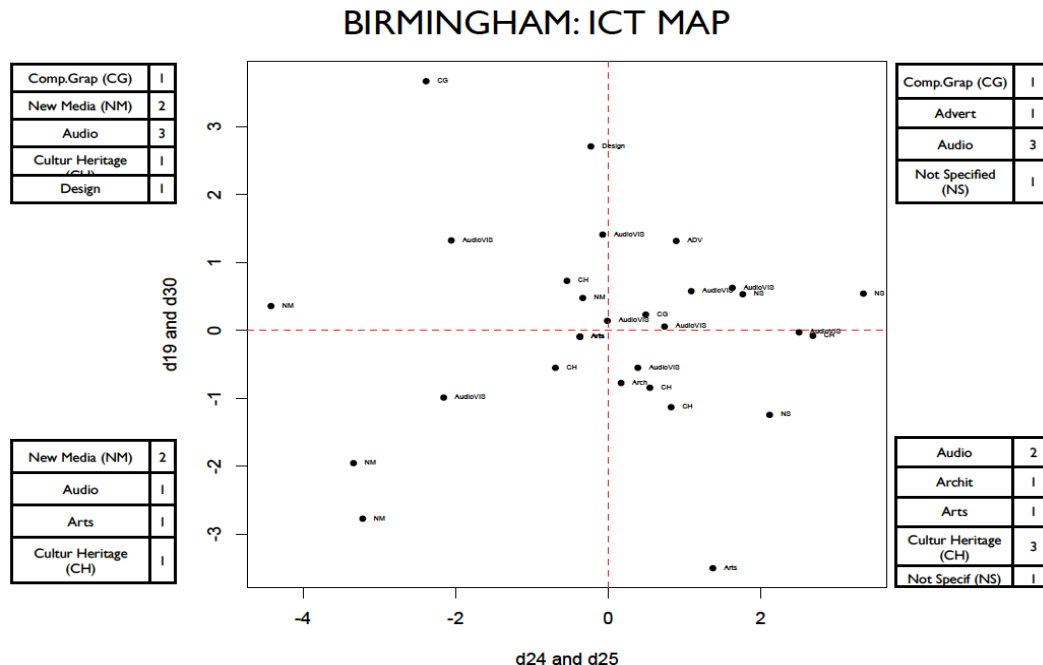
Area of focus: high attractiveness of funding and negative effect of the crisis (that is, decreasing of the turnover).

Area of weakness: negative attractiveness and impact of the crisis.

Emerging area: low attractiveness and positive effects of the crisis.

WP3: SWOT analysis, Birmingham.

BIRMINGHAM: ICT MAP

The dimensions are: audience development in ICT and public funding.

Area of strength: high ICT development in the public and public funding.
Area of focus: low public funding and high public development in ICT.
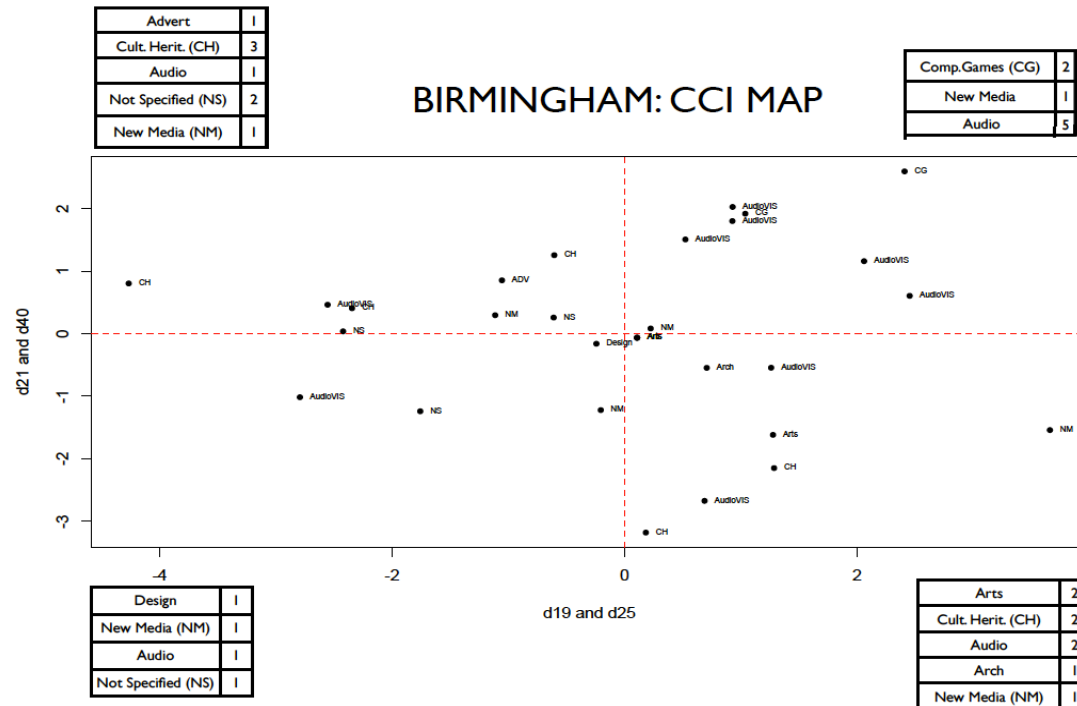Area weakness: public funding and audience development in ICT all negative.
Emerging area: high diffusion of ICT and low levels of public development.

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WP3: SWOT analysis, Birmingham.

Advert	1
Cult. Herit. (CH)	3
Audio	1
Not Specified (NS)	2
New Media (NM)	1

Comp.Games (CG)	2
New Media	1
Audio	5

BIRMINGHAM: CCI MAP

Design	1
New Media (NM)	1
Audio	1
Not Specified (NS)	1

Arts	2
Cult. Herit. (CH)	2
Audio	2
Arch	1
New Media (NM)	1

The dimensions are: Public commitment and attractiveness of funding and cooperation.

Area of strength: high public commitment and high attractiveness of funding and cooperation brings together the 28% of companies.

Area of focus: low attractiveness of funding and cooperation and high public commitment.

Area of weakness: attractiveness of funding and cooperation and public commitment are negative.

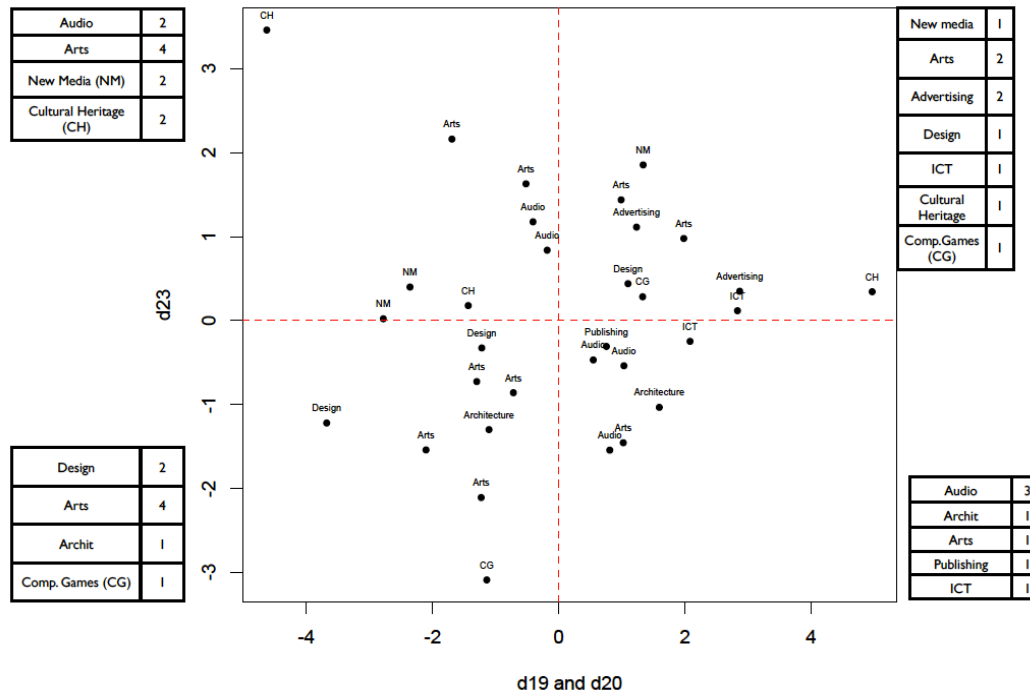Emerging area: attractiveness of funding and cooperation has high level, while public Sm commitment has a low level.

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WP3: SWOT analysis, Sofia.

SOFIA DISTRICT: CCI MAP

The dimensions are: public financing and creative economy

The first quadrant contains high public funding, and high creative economy.
The second quadrant contains companies with high public funding, and low levels of creative economy.
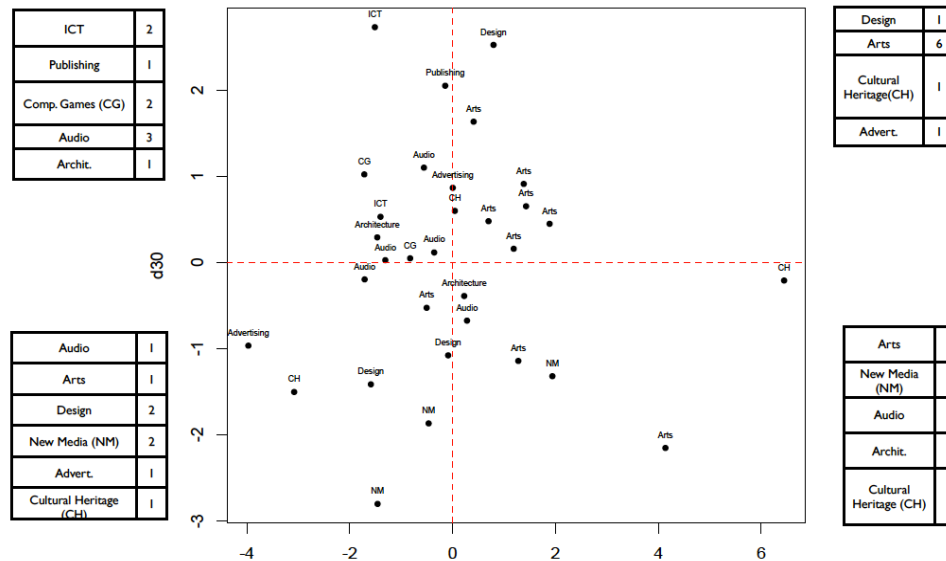The third quadrant is characterized by very low values of both dimensions.
The fourth quadrant is the most interesting with a very high level of creative economy and very low level of public funding.

WP3: SWOT analysis, Sofia.

SOFIA DISTRICT: ICT MAP

The dimensions are: public financing and entrepreneurial culture in ICT.

In the first quadrant there are companies that have a high level of funding and a high level of culture.

In the second quadrant, there are companies that enjoy a good level of funding, but have very low values of culture in ICT.

In the third quadrant we have the most disadvantaged businesses: neither funding nor cultural values.

In the fourth quadrant, firms are characterized by a high level of cultural heritage, but with a very limited access to funding.

WP3: SWOT analysis, general conclusion

Regarding the analysis of the second point, it is difficult to find a clue as to some partners, Lille, Madrid and Sofia, the dimensions that characterize the ICC and ICT sectors are similar in each partner, but differ between the partners.

The dimensions that emerge for the remaining countries differ between ICT and ICC, as well as the high fragmentation of the type of businesses in different areas.

An initial glance towards, these results may be attributed to the individual business strategies.

A cross-reading reveals the prevalence of dimensions that belong to the public funding, effects of the crisis and networking.

The combined reading of partners and sectors shows a distinct clustering into three groups:

1) group of countries, characterized by financial aspects (Bilbao, Madrid, Siena and Sofia)

2) countries in transition, where the transition is ongoing attention from the financial to the networking and collaboration (Lille and Birmingham)

3) group of countries that are geared to networking and collaboration with more limited financial impact (Aarhus and Eindhoven)

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PTS Committees

- List of PTS members and contacts → the basis of our online network

- At least two meetings/year

- Minutes of the meetings – inform the coordinator and the partners

- Involvement of the PTS members in the WPs – coordinate and validate the regional analysis

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