



cooperation in
cultural heritage

[EUROPEAN WORKSHOP PROGRAMME - PLAN]



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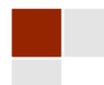
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Creative Cooperation in Cultural Heritage

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European Workshop Programme - Plan

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EUROPEAN WORKSHOP PROGRAMME - PLAN

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1. Executive summary

The CreativeCH project aims at enabling cities and regions across Europe to benefit from cultural heritage assets through innovative approaches, products and services that are developed and promoted in creative cooperation of Science & Technology (S&T), Cultural Heritage (CH), and Cultural & Creative Industries (CC) organisations.

The CreativeCH workshop programme consists of a series of 10 workshops, held in different EU Member States, with the objective to share, discuss and consolidate the current knowledge and experiences in the cooperation of organisations from the different sectors. The workshops are intended to be held in the context of relevant larger events that are chosen according to fit with the different CreativeCH topics and target groups.

With the 10 workshops and related activities such as the CHIEF online forum the project aims at creating a rich and inspiring knowledge base in S&T – CH – CCI cooperation. Therefore the workshop topics cover a wide range of opportunities and challenges in such cooperation.

Except MFG Baden-Württemberg, who takes care for the overall organisation of the workshops, each partner is responsible for the thematic lead of two workshops, assigned according to their expertise. The thematic lead includes exploring the topic and identifying relevant external experts, invitation of presentations, protocol and summarization of the workshop results, and post-event communication with new contacts.

Besides this, each partner will prepare and give presentations in their fields of expertise, drawing on the experience from relevant European and national/regional projects, as well as within CreativeCH, e.g. the Local Showcases and the CHIEF forum.

Four workshops are already planned: The first two will take place on 18 April 2012 in Stuttgart (Germany) and on 3 June 2012 in Montemor-o-Velho (Portugal). The next two are in preparation for conferences in November 2012 in Brighton (UK) and April/May 2013 in Florence (Italy). Descriptions of these workshops are included below.



Relevant events for the other 6 workshops are scanned regularly considering fit with the different CreativeCH topics and target groups. An overview of the events already identified for these workshops is also included.

Furthermore this deliverable describes the development process of a scheduled CreativeCH workshop from exploration of the topic to publication of the results, which will take about 5 to 6 months. This also includes discussion of the topic among young researchers, artists and cultural heritage practitioners in the CHIEF online forum.

Moreover the intended formats of the workshops are presented. The overall goal is to enable an open and intensive exchange of experiences and practices among the participants. The formats will be flexible, chosen according to the particular topic and the type and context of the event at which a workshop is held. Some workshops will require an expert consultation approach (e.g. IPR and management of copyrights), others allow for more open and interactive methods such as Fishbowl or World Café.

A typical setup will include short show & tell presentations and moderated discussion rounds. The presentations are intended to have a particular focus on how organisations from the different sectors can cooperate successfully, with examples and lessons learned.

The results of the workshops will be regularly disseminated as well as aggregated, combined with experiences and recommendations from the local showcases, and incorporated in a handbook and toolkit for creative cooperation in cultural heritage.



2. Objectives of the workshop programme

The overall aim of CreativeCH is enabling cities and regions across Europe to benefit from Cultural Heritage assets in terms of socio-economic competitiveness through creative cooperation of Science & Technology centres, Cultural Heritage organisations and Cultural & Creative Industry businesses.

The workshop programme consists of a series of 10 workshops, held at events in different EU Member States, with the objective to share, discuss and consolidate the current knowledge and experiences in the cooperation among Science & Technology, Cultural Heritage and Cultural & Creative Industries (S&T – CH – CCI Cooperation).

To allow for exchange and cross-fertilizing between S&T centres, CH organizations and CCI businesses, events will be chosen that are relevant for these target groups and fit with the different CreativeCH topics.

The discussion of the different topics of the workshops in the CHIEF online forum will also allow involving young researchers, artists and cultural heritage practitioners. Furthermore, it offers the opportunity to present the results of the Local CreativeCH Showcases aiming to demonstrate how creative cooperation in cultural heritage can be realised successfully.

The knowledge and know-how, lessons learned and recommendations from the CreativeCH workshops will be regularly disseminated as well as aggregated and incorporated in a handbook and toolkit for creative cooperation in cultural heritage.

It is not an objective of CreativeCH to establish a new conference or other large event on such creative cooperation. Therefore the workshops will preferably “piggybacking” on the organization and audience of established Cultural Heritage and Science & Technology conferences as well as at Cultural & Creative Industries fairs or festivals.

However, an envisaged result of the CreativeCH workshop programme is to establish S&T – CH – CCI cooperation as a regular theme of such events which is not the case at present. To this aim, project partners can also rely on their close connections with organisers of such events.



3. Workshop topics

With the 10 workshops and related activities such as the CHIEF online forum, CreativeCH aims at creating a rich and inspiring knowledge base in S&T – CH – CCI Cooperation. Therefore the workshop topics cover a wide range of issues and opportunities in such cooperation.

The table below gives an overview of the topics and questions that will be covered:

Topics	Questions
Creative Clusters	<ul style="list-style-type: none"> • How to stimulate cross-fertilization of ideas and regular collaborations among S&T centres, CH organisations and CCI businesses on the local/regional level? • How to integrate local/regional creative clusters into European/international cooperation initiatives?
CH and ICT in the experience economy	<ul style="list-style-type: none"> • What new market opportunities are opened up by innovative digital technologies and media, for example, with regards to personalized mobile location-based cultural services? • How can 3D content, virtual reconstructions and augmented reality applications be used to allow for unique cultural experiences? • How to valorise in the digital sphere the rich intangible heritage in narratives, music or drama?
New skills and professionalization for the digital arena	<ul style="list-style-type: none"> • What new skills are necessary for creating innovative (digital) cultural and creative products and services based on CH resources? • What is the required mix of expertise in arts & humanities, technical applications and business development? • How to digitize and make accessible CH resources effectively and how to contextualize and interlink them in innovative ways?
CH and city/regional	<ul style="list-style-type: none"> • How can CH contribute to creative “placemaking” vs. formulas that lead to cultural uniformity and sterility?

<p>development</p>	<ul style="list-style-type: none"> • How to go beyond shallow “cultural branding” and combine historic depth and creative vitality to create truly attractive places for investing, living and working? • How to turn relicts of the industrial age into vital facilities for CCI businesses or tourist attractions?
<p>IPR and management of rights in the digital realm</p>	<ul style="list-style-type: none"> • What approaches to IPR are most effective for creative competition in the digital environment, e.g. rigid control of IPR vs. Creative Commons? • What new regulations might impact on the management of CH material, e.g. an expansion of the European Directive 2003/98/EC on the Re-use of Public Sector Information to cultural material; or WIPO provisions for the protection of traditional cultural expressions (WIPO 2010)?
<p>Business models for S&T-CH-CCI cooperation</p>	<ul style="list-style-type: none"> • How to enable the transfer and uptake of technological knowledge and creative ideas for developing innovative products and services based on CH assets? • How to promote public private partnerships in innovative cultural services, provide appropriate financing/funding, and reduce barriers to market entry?
<p>Internationalisation and localization</p>	<ul style="list-style-type: none"> • What are the trends and opportunities of CH based digital products and services on international markets? • How to turn the cultural diversity and multilinguality of Europe into strong assets for such markets? • What cooperation models work within and beyond Europe for localization of CH based digital products and services?
<p>Cultural tourism</p>	<ul style="list-style-type: none"> • How to develop CH experiential values beyond stereotypic expectations (i.e. the typical “tourist gaze”), possibly relaxing the pressure on overcrowded historic areas? • How to strike the right balance between tourism development and heritage conservation and promote responsible and sustainable cultural tourism?
<p>Citizen cultural participation</p>	<ul style="list-style-type: none"> • How to engage citizens in the communication and contextualisation of CH by sharing own content, images, recordings and stories, e.g. through participative Web 2.0 applications?

	<ul style="list-style-type: none"> • How to ensure inclusiveness of the interpretation and presentation of CH by establishing a meaningful collaboration between communities (e.g. minority cultures), heritage organisations and other stakeholders?
Cultural diversity	<ul style="list-style-type: none"> • How to promote an open intercultural dialogue and valorise cultural diversity as a major source of inspiration, creativity and mutual understanding? • How to overcome a simplistic rhetoric of “diversity as richness” and also address tensions and frictions, which should be dealt with in order to change attitudes and behaviours?

4. Partners’ role within the workshop programme

The CreativeCH European Workshop Programme is led by MFG Baden-Württemberg who are also leader of WP5, European Dissemination of Results. MFG will take care for the overall organisation of the workshops (e.g. availability of an appropriate room, required equipment, information material, etc.), in particular, if it a workshop is not organised in the city/county of a project partner.

For this role MFG will draw on their long-standing expertise in the support of innovation forums and networks, organization of events, training programmes, project management and dissemination tasks both on the regional as well European level.

The leader of WP3, Salzburg Research, will provide support in the coverage of the different topics of the workshop series. For this role, Salzburg Research builds on the extensive knowledge of their eCulture Group in cultural heritage and ICT (as coordinator, for example, of the European DigiCULT Forum, Austrian Digital Heritage Initiative, Heritage Alive!) a well as national competency centres (Salzburg NewMediaLab; eMotion – ICT for the tourism and leisure industries).

Each partner (except MFG) will be responsible for the thematic development of two workshops to be held at relevant events and with carefully selected participants. The assignment of the different topics, according to the available expertise of the partners, is as follows:



PIN VastLab:

- New Skills and Professionalization for the Digital Arena,
- Internationalisation and Localization;

Salzburg Research:

- Creative Clusters (already scheduled for April 2012,
- Cultural Heritage and City/Regional Development;

Universidade de Coimbra:

- Cultural Heritage and ICT in the Experience Economy (already scheduled for June 2012),
- IPR and Management of Rights in the Digital Realm;

Museu de la Ciència i de la Tècnica de Catalunya:

- Business Models for S&T-CH-CCI Cooperation,
- Cultural Tourism;

Universitatea de Vest din Timisoara:

- Citizen Cultural Participation;
- Cultural Diversity.

The thematic lead of a workshop includes tasks such as:

- Preparation of the workshop agenda,
- Invitation of presentations and moderators,
- Protocol and summarization of the workshop results,
- Post-event communication with new contacts.

Besides this, each partner will prepare and give presentations in their field of expertise, drawing on the experience from relevant European or national/regional projects, as well as within CreativeCH, e.g. the Local Showcases and the CHIEF forum.



5. Target groups – contributions and benefits

CreativeCH aims at enabling cities and regions across Europe to benefit from cultural heritage assets through innovative approaches, products and services that are developed and promoted through creative cooperation of S&T – CH – CCI organisations.

Therefore the CreativeCH workshops are organised for participants and audiences from the following core target groups:

- Science & technology centres,
- Cultural & creative industry businesses,
- Cultural heritage organisations, and
- City / regional-level policy-makers and funding agencies.

In addition, experts with special expertise in some of the workshop topics (e.g. IPR or Cultural Diversity) will be invited. Where appropriate also students with outstanding contributions in the CHIEF online forum will be invited to participate in some workshops.

The workshop formats will allow the participants to contribute their knowledge and experiences as well as benefit from the participation in different ways:

Science & technology centres

Directors, lead researchers and developers of S&T centres will present innovative technology applications for communicating cultural content. The presentations will particularly focus on how to collaborate successfully with cultural heritage organisations and creative industry businesses in the development and exploitation of such innovative technology applications. For the S&T participants this will offer the opportunity for knowledge transfer and getting in contact with potential users of the innovative applications.

Cultural heritage organisations

Participants from cultural heritage organisations, e.g. museum directors, curators, educational program managers, will bring to the workshops their experiences in using digital tools and content for communicating cultural knowledge and content. This target group will particularly benefit from the presentation of good practices and innovative approaches that will be shared in the workshops. This includes successful examples and recommendations from other cities and regions as well as demonstrations of innovative digital applications.



Cultural & creative industry businesses

Managers, business developers and creative directors of such businesses will bring to the workshop their experiences from working with centres of research & technology and cultural heritage organisations. For example, so called “knowledge transfer” from S&T centres will often not work without close collaboration of the research and business partners. Furthermore, when businesses consider cultural heritage as a relevant “niche market” they often lack domain expertise and, hence, do not fully understand the priorities and requirements of the institutions. Interested newcomers thus can learn in the workshops a lot about working with S&T centres as well as institutions of the cultural heritage sector.

City / regional-level policy-makers and funding agencies

Representatives of cities and regions, regional development agencies and policy makers will bring to the workshops their experiences from promoting cultural heritage as an important asset for regional development (e.g. cultural tourism, regional cultural identity, citizen cultural participation). The workshop will allow them to learn about relevant new approaches for the communication and promotion of their cultural heritage assets. For example, this will include examples of effective S&T – CH – CCI cooperation and experiences and results of local showcases.



6. Workshop schedule and locations

The schedule of the workshops as foreseen in the Description of Work (DOW) is as follows: two workshops in the first project year (M8, M10), four in the second year (M14, M16, M21, M23), and four in the third year (M27, M29, M33, M35). The plan of having 2 workshops in the first year and four each in the following years will be kept, with some necessary adaptation of the actual months in order to accommodate with relevant events/locations for the workshops.

The first two workshops are already organised: They will take place in Stuttgart / Germany in April 2012 (M7) and Montemor-o-Velho / Portugal in June 2012 (M9); descriptions of these workshops are included below. Hence the series of workshops will start one month earlier than initially planned. The rationale for this is that the project will benefit much from an earlier start of the workshops and related communication and networking activities. Furthermore, a workshop in the summer months (e.g. M10, July 2012) should in general be avoided.

The workshop in Stuttgart has been specifically conceived to allow for involving cultural digital content clusters from Germany and France, cultural & creative industry think-tanks from Belgium and the UK, as well as networking with the recently started Science in Society project KiiCS, coordinated by ECSITE, the European Network of Science Centres and Museums. To allow for bringing together such a unique group of participants, the workshop has been organised to take place at MFG Baden-Württemberg. This also allows for an easy combination of the workshop with the first Project Management Meeting held after the kick-off in November 2011.

The next three workshops will be held within conferences: The new conference Cultural Heritage – New Media Technologies – Experience Economy, 1-3 June 2012 in Montemor-o-Velho (Portugal); the 13th VAST conference, 19-21 November 2012 in Brighton (UK); and the EVA Florence (Italy) in April/May 2013 (exact dates not announced yet).

Relevant events for the other 6 workshops are scanned regularly with a view on fit with the different CreativeCH topics and target groups. An overview of the events considered for these workshops is also included below.



Already organised workshops:

Workshop 1: “Creative Clusters” | Clustering workshop, Stuttgart, 18 April 2012

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Workshop focus: The first workshop is built around the topic of "Creative Clusters" involving experts from S&T – CH – CCI organisations who will discuss the concept of "clustering", present examples, and share lessons learned. The preliminary workshop programme is included as Annex II.

Workshop context: The workshop has been specifically conceived for bringing together actors from the different domains and for networking with the recently started Science in Society project KiiCS - Knowledge Incubation in Innovation and Creation for Science (2012-2014), coordinated by ECSITE, the European Network of Science Centres and Museums. ECSITE also manages the SiS project PLACES (2010-2014).

Workshop participants: All CreativeCH partners will participate and present own projects or moderate a workshop session. Other experts will come from Iconoval - Alsace Image Cluster (France), the German cluster Virtual Dimension Center (VDC), IDG Fraunhofer Darmstadt (who have developed a number of cultural heritage ICT applications), CIDA.org - the UK creative industries think-tank and consultancy, and the SiS KiiCS project will be represented by their partner KEA Brussels, renowned for their cultural sector studies and consultancy.

To allow for bringing together such a unique group of participants, the workshop has not been located within an external event but organised to take place at MFG Baden-Württemberg.

Main workshop questions:

- How can cross-fertilization of ideas and regular collaborations among cultural heritage institutions, cultural & creative businesses, and science & technology centres be stimulated?
- How can local/regional creative clusters be integrated into European initiatives and focused cooperation?

Thematic lead & organization: Salzburg Research is responsible for the thematic lead and moderation of the workshop; MFG takes care for the organisation of the workshop.



Workshop 2: “Cultural Heritage and ICT in the Experience Economy” | Montemor-o-Velho, 2 June 2012

Workshop focus: The workshop will explore the opportunities and challenges of cultural heritage organisations in using novel ICT applications for enhanced and engaging experiences with cultural content and knowledge.

Workshop context: The workshop will take place within the conference “Cultural Heritage – New Media Technologies – Experience Economy” (1-3 June 2012) which is organised by the Universidade de Coimbra together with the Municipality of Montemor-o-Velho and a number of regional organisations. The aim of this event is to explore the links between Cultural Heritage, Technology and Public Space in the context of the Experience Economy. The conference will particularly focus on the use of technologies for presenting and making heritage site comprehensible. Advantages and requirements for using technologies such as augmented reality devices, panoramic projections, sound landscapes and others will be demonstrated and discussed.

Workshop participants: All CreativeCH partners are expected to participate and either present their local showcase (mNACTEC, PIN, SRFG, UVT) or moderate a workshop session. The other participants will include international and national experts invited by Universidade de Coimbra on behalf of the conference sponsors.

Main workshop questions:

- How can 3D content, virtual reconstructions and augmented reality applications be used to allow for unique cultural experiences?
- What new market opportunities are opened up by innovative digital technologies and media, for example, with regards to personalized mobile location-based cultural services?
- How to valorise in the digital sphere the rich intangible heritage in narratives, music or drama?

Thematic lead & workshop organisation: The partner Universidade de Coimbra is responsible for the thematic lead and moderation as well as local organisation of the workshop. MFG takes care for the overall organisation (e.g. reception, provision of information material, etc.)



Workshops to be organised

Workshop 3: “Citizen Cultural Participation” | VAST2012 conference, Brighton, 19-21 November 2012

Workshop focus: The workshop will focus on how citizens and communities can be enabled to actively engage with cultural heritage in a participatory and inclusive way. In particular this concerns appropriate forms of collaboration with cultural institutions and creative businesses in the communication of local/regional heritage, cultural memories and stories.

Workshop context: This workshop will be held at the VAST2012 - International Symposium on Virtual Reality, Archaeology, and Cultural Heritage. The conference is among the largest and most renowned in the field of digital applications for the heritage sector, with a focus on the presentation and communication of heritage sites and monuments, collections of museums and archives, cultural tourism and other user-focused applications.

Workshop participants: All CreativeCH partners are expected to participate and either present their local showcase (mNACTEC, PIN, SRFG, UVT) or moderate a workshop session. The other participants will include representatives of international projects attending the conference and other guests from leading organisations invited by the CreativeCH project.

Main workshop questions:

- How to engage citizens in the communication and contextualisation of cultural heritage by sharing own content, images, recordings and stories, e.g. through participative Web 2.0 applications?
- How to ensure inclusiveness of the interpretation and presentation of cultural heritage through establishing a meaningful collaboration between communities (e.g. minority cultures), heritage organisations and other stakeholders?

Thematic lead & workshop organisation: Universitatea de Vest din Timisoara is responsible for the thematic lead and moderation of the workshop, while MFG takes care for the overall organisation (e.g. reception, provision of information material, etc.). The organisation of the workshop will also be supported by Prof. Niccolucci (PIN) who has long-standing liaisons with the conference organiser, University of Brighton, and conference committee members.



Workshop 4: “Internationalisation and Localization of Digital Cultural Heritage” | EVA Florence conference, April/May 2013

Workshop focus: The workshop will focus on the opportunities and challenges in communicating local/regional cultural heritage to audiences in other European countries and internationally, sensitive for the distinct cultural characteristics (i.e. preventing stereotypic images) and promoting understanding of cultural diversity.

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Workshop context: This workshop will be located at the EVA - Electronic Imaging & the Visual Arts conference which is held annually in April or May (the exact date has not been announced yet). The conference covers a wide spectrum of topics including visual arts, virtual museums and galleries, digital cultural heritage and other user-focused ICT applications. It is well-established and often chosen by major national and European projects for presenting and disseminating results.

Workshop participants: All CreativeCH partners are expected to participate and either present their local showcase (mNACTEC, PIN, SRFG, UVT) or moderate a workshop session. The other participants will include representatives of international projects attending the conference and other guests from leading organisations invited by the CreativeCH project.

Main workshop questions:

- What are the trends and opportunities for cultural heritage based digital products and services on the European and international markets?
- How to turn the cultural diversity and multilinguality of Europe into strong assets for such markets?
- What cooperation models work within and beyond Europe for internationalisation and localization of cultural heritage based digital products and services?

Thematic lead & workshop organisation: PIN – Servizi Didattici e Scientifici per l’Università di Firenze is responsible for the thematic lead and moderation of the workshop, while MFG takes care for the overall organisation (e.g. reception, provision of information material, etc.). Prof. Niccolucci (PIN) has long-standing liaisons with the conference organiser, MICC Media Integration and Communication Center (Florence), and conference committee members.



Workshops to be scheduled

In the Description of Work, WP3 description (page 9) and Part B (pages 40-41) a first list of envisaged prospective events has been included. From this list the VAST2012 Conference (November 2012) is the planned location of our third workshop, and the EVA Conference (expected to be held in April/May 2013) is foreseen for the fourth workshop. Page | 19

Other considered events are still on our list for workshops in 2013 and 2014, for example, a Europa Nostra annual congress might suit for 2013 or 2014, and a Euroscience Open Forum (held biannually) might fit in 2014.

The other initially envisaged options in our investigation this year surprisingly showed unfavourable results: The CREATE – International Conference for Creative Industries (Stuttgart) and the European Forum on Cultural Industries (Barcelona) did not see a continuation.

A suitable event of the Euromed Heritage Programme turned out to be very unlikely what concerns a conference held in Europe. The current Programme IV, 2008-2012, as yet has seen only one conference (Palermo 2010) and some workshops, most of which in North Africa and the Levant and with highly specialised topics (e.g. preventive conservation, illicit trafficking, management of heritage sites, planning regulations or heritage economics).

What concerns our expectation of suitable conferences organised by the European Capitals of Culture (ECOC), which in 2012 are Guimarães (Portugal) and Maribor (Slovenia), we found that their available programmes do not include such conferences. The programmes comprise many local events and some activities together with the other ECOC. However, we will keep the ECOC in 2013 – Kosice (Slovakia) and Marseille (France), and 2014 – Riga (Latvia) and Umeå (Sweden) on the radar in order to investigate if a suitable conference surfaces.

Current table for potential workshop locations in 2013 and 2014

The table below gives an overview of conferences and other larger events that might serve as locations for the further six CreativeCH workshops.



It is understood that foreseeing such events for 2013 and 2014 is rather difficult, somewhat reasonable for well-established conferences of major associations, yet speculative what concerns other organisers. Therefore we include below more than six options which correspond best to the intended sequence of workshops and are sustained regular events.

Year - Month	Event	Location / Date or usual scheduling
2013-05	MuseumNext. Europe's big conference on social & digital media for the museum sector	Held annually at different locations, usually in May
2013-09	International Conference on Virtual Systems and Multimedia (VSMM)	Held annually at different locations, usually in September
2013-10	7th International Biennial "Vestiges of Industry" – Industrial Heritage Conference	Prague (Czech Republic), held biannually, usually in October
2013-10	Free Culture Forum - International Forum on Access to Culture and Knowledge in the Digital Era	Barcelona (Spain), held annually since 2009, usually end of October
2013-12	DISH - Digital Strategies for Heritage Conference	Rotterdam (The Netherlands), held biannually, 2009 and 2011 in December
2014-02	Imagina – The European 3D Simulation and Virtual Technology Event	Munich (Germany), usually in February
2014-06	Europa Nostra Annual Congress	Held annually at different locations, usually in June
2014-07	Euroscience Open Forum (ESOF)	Held biannually at different locations, usually in July
2014-09	The Best in Heritage Conference	Dubrovnik (Croatia), held annually since 2003 end of September

About these and possibly other emerging opportunities we will have a much better view at the time of preparing deliverable D3.2. This will include the updated workshop plan and is due in January 2013 (project month 16).

7. Workshop development process

Below we describe the development process of an already scheduled CreativeCH workshop from initial exploration of the topic to publication of the results. Such a process will take about 5 to 6 months.

a) Exploring the topic and identifying potential external workshop participants

Each workshop cycle starts with the thematic lead partner exploring the assigned topic and identifying potential external workshop participants, also asking other partners for their ideas and suggestions for external candidates with acknowledged expertise in the topic.

The workshops will usually take place within larger, thematically related event (e.g. conference, festival or fair). Hence some external experts from that event (e.g. scientific or other committee members) and a number of other attendees are expected to participate in the workshop.

b) Organisation of the workshop

The thematic lead partner prepares a preliminary workshop agenda and invites the identified external experts for presentations or other contributions. MFG Baden-Württemberg as leader of the CreativeCH workshops task will take care for the overall organisation of the workshop, in particular, if it is not organised in the city/county of the thematic lead partner.

b) Providing background information and references for the topic

About three weeks before the workshop, the thematic lead partner makes available selected background information and references (e.g. major reports, exemplary projects, etc.). This information will be posted on a Weblog on the project website.

At this time, also a round of online discussion on the CHIEF platform will be scheduled and announced through various social media channels related to the project websites and other dissemination channels of the project partners and related networks.

For example, Universidade de Coimbra will invite all students enrolled in the EuroMACHS European master programme at the seven universities that offer this programme. The project



coordinator will also invite the members of the European peer-learning network to participate in the online discussion.

c) Introduction and discussion of the topic in the CHIEF platform

About two weeks before the workshop, the thematic lead partner introduces the topic of the workshop in the CHIEF forum and opens the online discussion. Here registered young researchers and technology developers, curators and other cultural heritage practitioners, artists, designers and other creative industry actors are encouraged to discuss the topic.

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The virtual forum will allow them to share and discuss knowledge and experiences in the topic, present own projects, potentially also develop ideas for collaborative projects. The thematic lead partner and experts from the other project partners will also participate in the CHIEF discussion, moderate it, if required, and summarise the discussion results for the workshop.

d) Getting together for the workshop

At the workshop a group of up to 30 participants will come together that includes the thematic lead partner, invited external presenters, experts from the project partners, and other attendees from the event (e.g. conference, festival or fair) at which the workshop is co-located.

The intended formats of the workshops are described in the next chapter. Usually this will include short show & tell presentations and moderated discussion rounds. Contributions will include an introduction by the thematic lead partner, presentations of the invited experts and from project partners (e.g. results of the Local Showcases).

A slot will also be reserved for presenting results of the CHIEF forum, which will be presented by the thematic lead partner and/or another participant of the forum (e.g. a young researcher or artist).

d) Summarising and making accessible the workshop results

The thematic lead partner of the workshop will protocol the workshop discussion, collect the presentations, and summarise the results of the workshop (e.g. important discussion points, lessons learned, exemplary projects mentioned, etc.).

The workshop summary and presentations will be made available on the project website.



8. Workshop formats

The workshops are planned to have an attendance of up to 30 persons and a duration of around three hours. The overall goal is to enable an open and intensive exchange of experiences and practices among the participants.

The formats of the workshops will be **flexible**, chosen **according to the particular topic and the type and context of the event** at which a workshop is held. For example, a topic such as “IPR and Management of Rights in the Digital Realm” will require an expert consultation approach whereas “Citizen Cultural Participation” may have a more open and interactive format allowing for an active role of all participants.

A typical setup will include short **show & tell presentations** and **moderated discussion rounds**. The presentations will have a particular focus on how organisations from the different sectors (i.e. Science & Technology, Cultural Heritage and Cultural & Creative Industries) can cooperate successfully, with examples and lessons learned. A show & tell presentation can also involve demonstration of an innovative digital media product or service with a story line about how the organisations cooperated in its development.

Envisaged methods for more **open and interactive sessions** include Fishbowl and World Café:

Fishbowl is a setup with a few chairs in an inner circle and more grouped around it. The moderated discussion takes place in the inner circle with different groups of participants who discuss the topic in a set timeframe. The inner circle can also have one empty chair and any member of the audience can, at any time, occupy it and join the discussion. Then one participant voluntarily leaves the fishbowl to free a chair. When time runs out, the fishbowl is closed and the moderator summarizes the discussion.

World Café has moderated discussions at several tables each focused on a different aspect of a common topic. The discussions run about 20 minutes then everyone except the moderators move to a different table. The moderators briefly summarise the previous discussion and initiate the next one. In a final session all participants come together and the results are presented on flipcharts.



Annex I: Check List for Workshop Organisation

The following check list table should help each partner to effectively organize the workshop in its region:

Phase 1 : Conference general idea + Plan		Check
Concept	Starting point	
	Target groups	
	Objectives	
	Motto	
	Strategy	
	Programme	
	Organisation	
	Event Schedule	
	Budget	
	Logistics	
	Infrastructure	
	Concept	
	Date and Conference selection	
Phase 2: Organisation		Check
Venue	Number of participants	
	Room dimension	
	Chair disposition	
	Table	
	How to reach the venue	
Program	Event Schedule + Timing	
	Responsibilities among organisers	
	Definition of the event moderation (Welcome and introduction, speakers introduction, moderation, Conclusion and thank you)	
	Coffee break definition	
	Connection with the overall conference programme	
Speakers	Contact speakers	
	Speakers briefing	
	Place cards	
	Speakers assistance	
	Request speakers presentations/input	
	Hotel + Transportation	
	Costs connected to speakers invitation	



invitation	<ul style="list-style-type: none"> Content and layout Mailing list for invitation How to register How to get to the venue
Registration	<ul style="list-style-type: none"> Mail to confirm the registration Contact persons in case of questions Participants list
Participant kit	<ul style="list-style-type: none"> Badge Workshop documents / information
Technical aspects /infrastructure	<ul style="list-style-type: none"> Projector Flipchart Microphone Laptop/PC Material for moderation WLAN for participants
Decoration	<ul style="list-style-type: none"> Kind of decoration Disposition of chairs and tables Roll-ups and project's branding Food & Beverage Catering
Phase 3: Workshop follow up	
	<ul style="list-style-type: none"> Costs check (invoices etc.) Participants Questionnaire Thank you email to participants and speakers
Accompanying actions	
	<ul style="list-style-type: none"> Channels of communication Media monitoring Workshop advertising News of various website

Check

Check



Annex II: Brochure of the “Creative Clusters” Workshop, 18 April 2012



Workshop: CREATIVE CLUSTERS

The project Creative Cooperation in Cultural Heritage (CreativeCH) organises a series of 10 workshops that focus on how to strengthen cooperation among organisations and individuals working in the domains of Cultural Heritage, Cultural & Creative Industries, and Science & Technology.

On 18 April 2012, MFG Baden-Württemberg will host the first workshop in Stuttgart on the topic of “Creative Clusters”. In an afternoon session 12 experts from the different domains will discuss the concept of “clustering”, present examples, and share lessons learned.

In particular, the experts will address the questions:

- How can cross-fertilization of ideas and regular collaborations among cultural heritage institutions, cultural & creative businesses, and science & technology centers be stimulated?
- How can local/regional creative clusters be integrated into European initiatives and focused cooperation?

About CreativeCH

CreativeCH offers regions, municipalities and other agencies the opportunity to develop new ways and initiatives to communicate and promote cultural heritage for purposes such as regional development, tourism and citizen cultural participation. The focus is on innovative cooperation among Cultural Heritage, Cultural & Creative Industries, and Science & Technology.

Main goals

- Demonstrate the benefits of combining cultural content, knowledge, creativity and technology
- Develop and promote local showcases of creative cooperation in four partner regions
- Involve and train students in the understanding and communication of cultural diversity and heritage
- Provide a virtual forum for young researchers, artists and practitioners from around Europe for discussing topics of interest and presenting own projects
- Set up an open peer-learning network of organisations and experts to share knowledge and experiences from initiatives across Europe

www.creative-heritage.eu

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CreativeCH
Workshop on "Creative Clusters"
 18 April 2012, 14:00-17:00
 MFG Baden-Württemberg, Breitscheidstraße 4, Stuttgart

	Welcome by Representative of MFG Baden-Württemberg
14:00 -14:10	CreativeCH - A European Peer-Learning Network <i>Prof. Franco Niccolucci, University of Florence / PIN VastLab</i>
14:10-14:15	Introduction of speakers and guests
14:15-14:25	"Creative Clusters" Different views on clusters and clustering, and a brief overview of other topics of the CreativeCH series of workshops <i>Guntram Geser, Salzburg Research</i>
14:25-14:40	Regional creative clusters: An example from Portugal Regional networks based on Creativity and Heritage: examples from Portugal <i>Joaquim Carvalho, University of Coimbra</i>
14:40-15:20	Moderated discussion How to stimulate cross-fertilization of ideas and regular collaborations among S&T centres, CH organisations and CCI businesses on the local/regional level? <i>Moderator: Eusebi Casanelles: Director, Museu de la Ciència i de la Tècnica de Catalunya</i>
15:20-15:50	Break
15:50-16:05	The European Interest Group on Creativity and Innovation (EICI) EICI interest and activities in the area of creative businesses, culture/cultural heritage and regional development <i>Valentina Grillea, EICI</i>
16:05-16:45	Moderated discussion How to integrate local/regional creative clusters into European/international cooperation? How to promote such clustering? <i>Moderator: Prof. Otilia Hedeşan, West University of Timisoara</i>
16:45-16:50	Summary of discussion results What did we learn today? Key workshop takeaway points <i>Guntram Geser, Salzburg Research</i>
16:50-17:00	Outlook Where do we go from here? Growing the European peer-learning network, <i>Prof. Franco Niccolucci, University of Florence / PIN VastLab</i>

Participants in this workshop have created interactive technology applications for cultural content. Short presentations of such applications and the collaboration of organisations and individuals from different domains in their development are envisaged to kick-start the moderated discussions.



Annex III: Brochure of the “Creative Heritage and ICT in the Experience Economy” Workshop, 2 June 2012



Workshop: Creative Heritage and ICT in the Experience Economy

The project Creative Cooperation in Cultural Heritage (CreativeCH) organises a series of 10 workshops that focus on how to strengthen cooperation among organisations and individuals working in the domains of Cultural Heritage, Cultural & Creative Industries, and Science & Technology.

On June 2, 2012, University of Coimbra will host the second workshop in Montemor-o-Velho on the topic of "Creative Heritage and ICT in the Experience Economy". In an afternoon session experts from the different domains will discuss the concept of "experience economy", its connection to Heritage and present examples, and share lessons learned.

In particular, the experts will address the questions:

- What new market opportunities are opened up by innovative digital technologies and media, for example, with regards to personalized mobil location-based cultural services?
- How can 3D content, virtual reconstructions and augmented reality applications be used to allow for unique cultural experiences?
- How to valorize in the digital sphere the rich intangible heritage in narratives, music or drama?

About CreativeCH

CreativeCH offers regions, municipalities and other agencies the opportunity to develop new ways and initiatives to communicate and promote cultural heritage for purposes such as regional development, tourism and citizen cultural participation. The focus is on innovative cooperation among Cultural Heritage, Cultural & Creative Industries, and Science & Technology.

Main goals

- Demonstrate the benefits of combining cultural content, knowledge, creativity and technology
- Develop and promote local showcases of creative cooperation in four partner regions
- Involve and train students in the understanding and communication of cultural diversity and heritage
- Provide a virtual forum for young researchers, artists and practitioners from around Europe for discussing topics of interest and presenting own projects
- Set up an open peer-learning network of organisations and experts to share knowledge and experiences from initiatives across Europe

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CreativeCH Workshop on “Creative Heritage and ICT in the Experience Economy”

2 June 2012, 14.00 – 17.00
Montemor-o-Velho (P)

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	Welcome by prof. Joaquim Carvalho, University of Coimbra
	CreativeCH – C.H.I.E.F.
14:00 – 14:15	CHIEF – a web based platform for European young researchers and practitioners <i>Prof. Joaquim Carvalho, University of Coimbra</i>
14:15 – 14:25	Introduction of speakers and guests
	The Experience Economy
14:25 – 14:40	The concept of experience economy its relation to local development <i>Prof. Luís Moura Ramos, University of Coimbra – Faculty of Economics</i>
	Creating Experiences for Urban Renewal
14:40 – 14:55	How the Municipality of Óbidos uses creative experiences to bring new life to a historical site <i>Miguel Silvestre, Óbidos Municipality</i>
14:55 – 15:25	What new market opportunities are opened up by innovative digital technologies and media, for example, with regards to personalized mobile location-based cultural services? <i>Moderator: Guntram Geeser, Salzburg Research</i>
15:25 – 15:45	Break
15:45 – 16:15	How to valorize in the digital sphere the rich intangible heritage in narratives, music or drama? <i>Moderator: Prof. Joaquim Carvalho, University of Coimbra</i>
16:15 – 16:45	How can 3D content, virtual reconstructions and augmented reality applications be used to allow for unique cultural experiences? <i>Moderator: Prof. Franco Niccolucci, University of Florence/ PIN VastLab</i>
	Summary of discussion results
16:45 – 17:00	What did we learn today? Key workshop takeaway points and future directions <i>Prof. Joaquim Carvalho, University of Coimbra</i>

Participants in this workshop have created interactive technology applications for cultural content. Short presentations of such applications and the collaboration of organisations and individuals from different domains in their development are envisaged to kick-start the moderated discussions.

