

CH2.0 MAGAZINE

**CULTURAL
HERITAGE**



**REGENERATION
OF THE CULTURAL
HERITAGE**

**BUSINESS MODEL
EVOLUTION
PROGRAMME**

**MEET OUR
PARTNERS**



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INTRODUCTION

Leading European cultural heritage educators and stakeholders have joined forces to assist the regeneration of the European cultural heritage sector through digital transformation and the redefinition of Cultural Heritage 2.0 business models.

BUSINESS MODEL EVOLUTION PROGRAMME

The partnership collaboration brings different specialities, expertise and experience from across Europe. The project has been structured to positively impact HEIs, educators, students, and Cultural Heritage Organisations.

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Leading European cultural heritage educators and stakeholders have joined forces to assist the regeneration of the European cultural heritage sector through digital transformation and the redefinition of Cultural Heritage 2.0 business models.

The cultural and creative sectors were among the most severely impacted by the Covid-19 pandemic. A rapid push to develop new digital models of customer engagement is proving to be a challenge within the cultural heritage sector. Covid-19 has highlighted existing inequalities between larger cultural heritage organizations and smaller players with the latter having lower potential to go digital, a general lack of human resources equipped for the transition and entrepreneurial capabilities to rapidly transform rigid traditional business models. Higher Education Institutes can support the struggling cultural heritage sector with novel solutions to their business model evolution challenges while helping foster their students' entrepreneurial and innovative mindset through targeted collaborative activities in education.

The Cultural Heritage 2.0 project will support HEIs to effectively assist the regeneration of the European cultural heritage sector to adapt to a highly digitalized post-COVID-19 world. We will do this by equipping academic staff and educators with knowledge, skills and resources to engage with cultural heritage sector representatives in educational activities and organize problem-based learning interventions in multidisciplinary student teams. In this Newsletter, we introduce the Project, its objectives and the Partners, who come from 6 organisations in 5 countries, to work on the Cultural Heritage 2.0 project.





Cultural Heritage 2.0

Business Model Evolution Programme

This ambitious project is co-funded by the **Erasmus+ Programme of the European Union** and led by **Ca' Foscari University in Venice**. Cultural Heritage 2.0 has been structured to **positively impact HEI educators, students, and Cultural Heritage Organisations**. It will furthermore create immediate benefits for the project partners and additional relevant stakeholders.

This Project will deliver **three distinct intellectual outputs**. They are targeted to specific target groups, namely

01

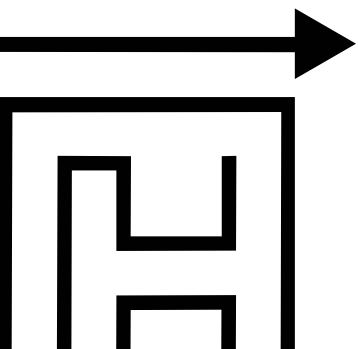
HEI educators and academics

02

Students, both undergraduate and graduate students and

03

Cultural Heritage Organisations



The Main Project Results are

Project Result 1

The Future of Cultural Heritage Sector Scenarios

A free access downloadable document "[The Future of Cultural Heritage Sector Scenarios](#)" employed foresight research methodology to examine four different scenarios that could be employed to sustain the sector.

Project Result 2

Cultural Heritage 2.0 Digital Student Consultancy Approach

Comprehensive pedagogy and a set of open educational resources (OERs) to support educators to develop and deliver successful student consultancy projects. To increase the transferability potential of the PR output, the partnership will not only approach the toolkit development in a modular fashion but propose pathways for curriculum integration depending on the needs of academics across Europe. The PR output will be freely accessible through the project's website

Project Result 3

Cultural Heritage 2.0 Business Model Evolution Programme Implementation & Success Stories collection

The aim of this PR is to implement and showcase the results of the Cultural Heritage 2.0 Digital Student Consultancy Approach in action in 3 partner countries at 3 partner HEIs (Copenhagen, Vienna and Venice) as well as demonstrate 9 success stories of business model evolution developed by the students. The programme is modular to allow for it to be implemented in any type of environment regardless of the size, nature or location of the HEI or other entities that may wish to offer the training. The implementation pace will be agile and can be adjusted to the needs. However, it is expected to be fully digital.



Ca' Foscari University, Venice

Ca' Foscari University holds the role of Project Leader for Cultural Heritage 2.0. In that role, it aims to proactively work with the other partners to develop **strong collaborations between universities and cultural institutions**. Thereby enabling the project to support the cultural sector, through the reorganisation of business models, the creation and implementation of synergies, new knowledge transfer, and through the development of innovative resources and digital skills.

Founded in 1868 as the first Advanced School of Commerce in Italy, the Ca' Foscari main campus is located in the heart of Venice on the Canal Grande, Ca' Foscari is a modern international University within a delicate environment. A cultural city "par excellence", with intrinsic and systemic criticalities, Venice offers a key scenario for digital and business models transformation of cultural heritage, with the University as an expediter for knowledge transfer, innovation and upswing, in particular concerning post-Covid needs.

The team working on this project is comprised of Maria Lusiani, Associate Professor of Business Administration and Accounting, Monica Calcagno Associate professor of Design and Innovation management and Daniela Pavan, Research Fellow at the Department of Management and Knowledge Transfer Office. For more information on this experienced team and the expertise they bring to the project visit our [website](#).



Ca' Foscari University of Venice



Bespoke Manyone

Bespoke Manyone is a global Futures Design Studio based in Copenhagen. They are building the next generation of Future Facing organisations by combining tools and mindsets from the world of design and strategic foresight. Their projects and partnerships live in the **intersections of strategy, design, business and culture.**

Kirsten van Dam



bespoke Manyone®

Bespoke Manyone helps companies and brands give meaning to the present and scan for signals and trends in order to imagine and create better ideas that are future-fit. Bespoke Manyone works across industries with some of the most exciting and innovative companies from around the world, who are eager to become first movers and leading players in shaping our collective future.

Over the years, Bespoke Manyone has been working with cultural heritage organizations and museums in the field of art and culture using their Futures Design methodology to find new opportunities and ideas to stay relevant. For example, in a Future of Culture & Art project mapping opportunities for more open policies and structures for cultural actors and artists in the Nordics. So, this project lies close to their heart as it fits in their interest and passion

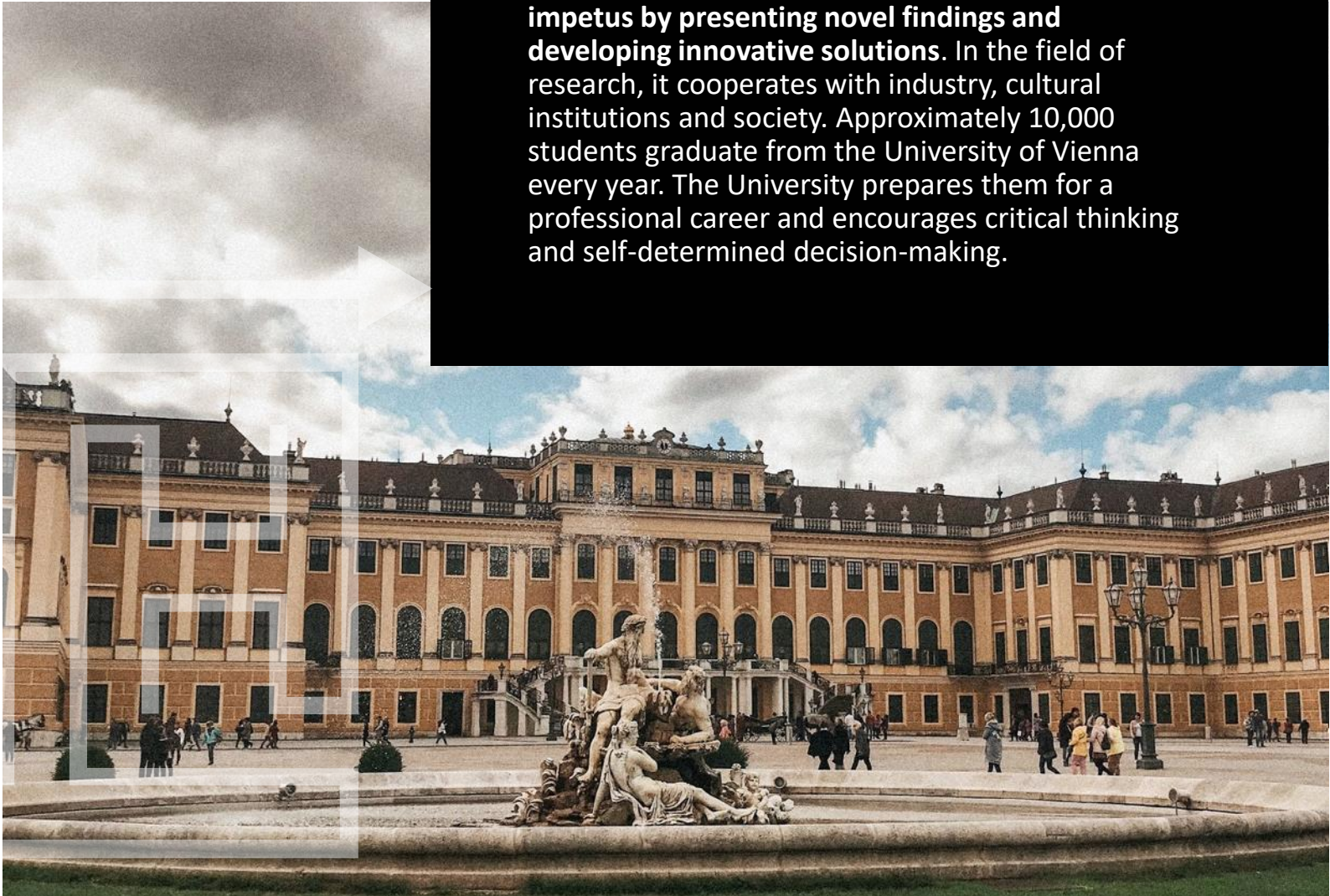
for creating better futures.

Together with, UIIN, Bespoke Manyone contributed to the co-creation of “The future of cultural heritage sector scenarios” research and development work package/project result.

The work done by Bespoke Manyone has been led by Kirsten van Dam, who has 15 years of proven international experience and is a creative and strategic person who wants to create better futures whilst having a good understanding of societal challenges. To learn more about Kirsten and the work that Bespoke Manyone are doing visit our [website](#).

University of Vienna

With 6,900 academics at 20 faculties and centres, the **University of Vienna (UNIVIE)** provides a **strong impetus by presenting novel findings and developing innovative solutions**. In the field of research, it cooperates with industry, cultural institutions and society. Approximately 10,000 students graduate from the University of Vienna every year. The University prepares them for a professional career and encourages critical thinking and self-determined decision-making.



The Research Services and Career Development Centre of the University of Vienna connects with all university faculties, including the Faculty of Historical and Cultural Studies and the Faculty of Business, Economics and Statistics. UNIVIE Research Services and Career Development Centre is an experienced connector and therefore leads the pilot testing element of the project.

Three team members from the University of Vienna are collaborating on this project. Allison O'Reilly, a research and project manager at the University of Vienna brings expertise in third-party funding and knowledge transfer to the project. Madeleine Harbich is a PR specialist and project manager. With Cultural Heritage 2.0, she combines her interest in art, culture and feminism and above all brings her communication and project management skills to the project. Tobias Reckling manages the Team Knowledge Transfer & National Funding at the University of Vienna. Learn more about the team and their work on our [website](#).



universität
wien

Momentum

A leading vocational education provider in Ireland, Momentum specialises in **problem-centred, technology-driven, competency-based training projects and programmes** in tertiary education for the cultural and creative sectors. Award-winning educators, we develop innovative curricula content and educational engagement strategies and regional impact projects for many of Ireland's top HEIs. MMS is an experienced EU project partner and advocate of lifelong learning.



momentum
[educate + innovate]

Our expertise spans needs assessments, undertaking targeted research and policy analysis, materials origination and adaptations, and transfer of course curricula and digital strategies to deliver high-impact learning outcomes. As well as course curriculum and content development and delivering training.

Since 2003, Momentum (MMS) has worked in developing progressive learning programmes and platforms for education with a special focus on cultural heritage tourism innovations that transformational impact on cultural heritage organisations, local communities and rural economies. Their expertise as a tourism and cultural heritage VET provider has been valued by national organisations in Ireland including Fáilte Ireland, at the regional level by Local Authorities (where they have assisted in the development of cultural heritage tourism strategies), Local Enterprise Offices and Skillnet training networks (who have engaged the education wing of MMS to deliver cultural and creative accelerator programmes). MMS are also

active in this space in Europe. They have been designed and currently delivering game-changing European projects which are complementary to Cultural Heritage 2.0 and also seek to assist the regeneration of the European cultural heritage sector post-COVID-19 crisis. We lead dissemination on the Cultural Heritage 2.0 project through our strong marketing division specialising in brand development, multimedia content generation, communication strategies and social media.

Con Bartels and Denise Callan are the members of the Momentum team working on this project. Con is Momentum's specialist in Sustainability and Culture. With his post-graduate qualifications in Design thinking, he brings a blend of business, sustainability and Design thinking to the project. Denise is an EU Project and Communications Specialist at Momentum. She brings experience and expertise from her previous roles in Tourism, Culture, Education and Marketing to the project.

University Industry Innovation Network



Based in Amsterdam, University-Industry Innovation Network (UIIN) is a European-wide network that focuses on establishing and improving relationships between education and industry. Through its projects, consulting services, professional education and research activities, UIIN is a leader in the development of engaged and entrepreneurial universities and has grown to be the preeminent organisation dedicated to the topic in Europe.

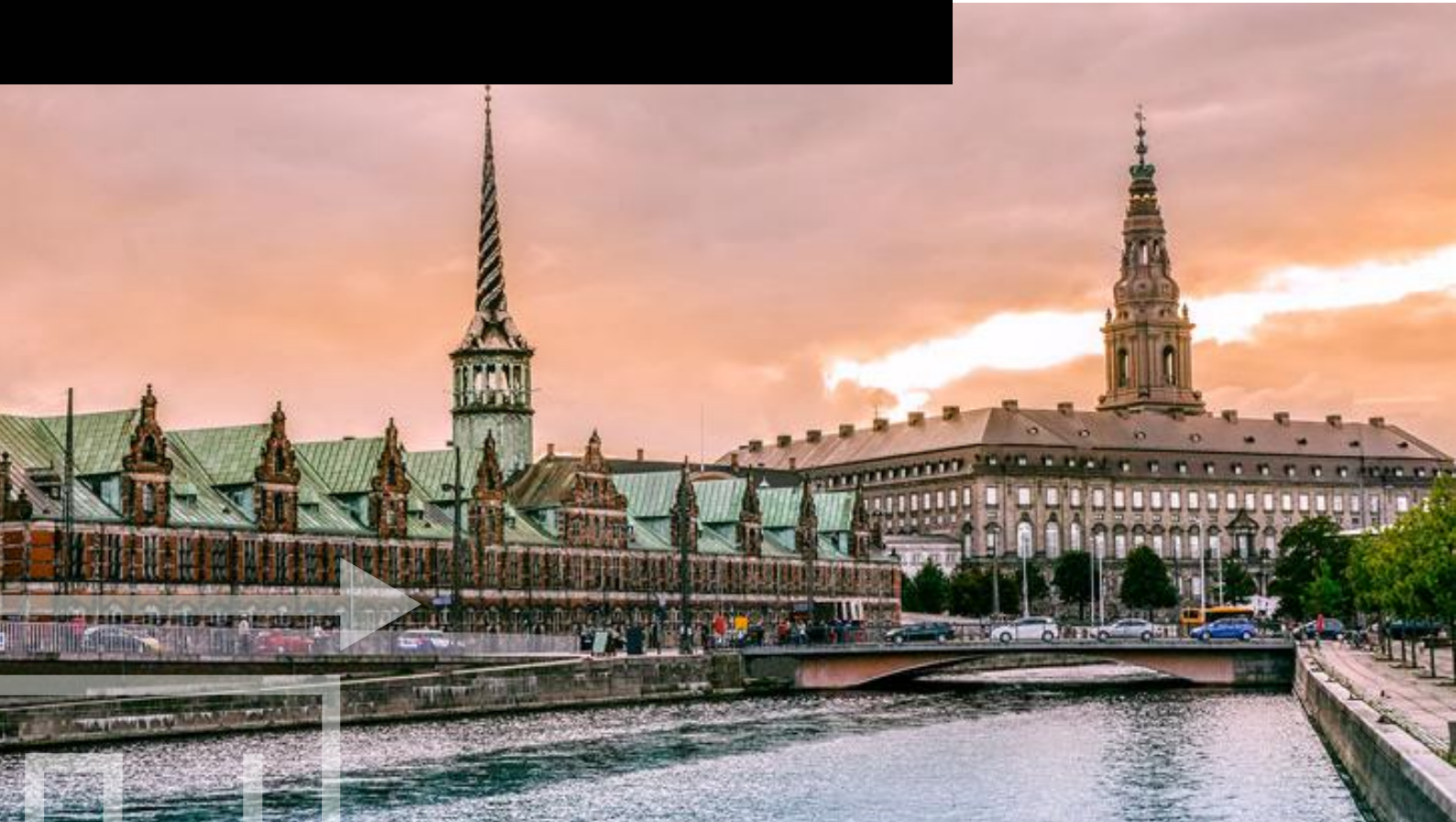
Together with Bespoke Manyone, the project experts in foresight methodology, UIIN contributed to the co-creation of “The future of cultural heritage sector scenarios” research and development work package/project result, UIIN is excited to utilise its knowledge, research methodologies and tools in outlining challenges, needs and opportunities in the cultural heritage sector. Following, UIIN guides the co-creation of future scenarios for the cultural heritage sector. As a leader in the development of engaged and entrepreneurial universities, UIIN utilises its well-established training portfolio for academics, professionals and managerial staff to support HEI academics and educators in developing challenge-based student consultancy projects to support the CHOs. Additionally, UIIN is able to support the dissemination and exploitation of the project results across Europe.

The UIIN team on this project is comprised of Alexandra Zinovyeva, Fleur Schellekens and Déspina Kortessidou. Alexandra is a higher education specialist, In her current position as the Manager of EU Projects at UIIN, Alexandra oversees and undertakes research activities in a wide array of European-wide collaborative projects fostering the new generation of better-connected and “future-proof” higher education institutions. Fleur has an MA in European Studies, a BA in Linguistics and a BEd in Music education. In her current position as a Research Officer at UIIN, Fleur undertakes different research activities and creates content on a wide variety of topics that range from university-business cooperation to stakeholder engagement and entrepreneurship. Déspina Kortessidou is a trained neuroscientist and science communicator with experience in the interplay of science, technology and societal applications. In her current position as a Senior Consultant at UIIN, Déspina undertakes different consultancy and research activities and develops content on the topics of entrepreneurial universities and innovative learning approaches. To learn more about UIIN and the team working on this project visit our [website](#).



University of Copenhagen

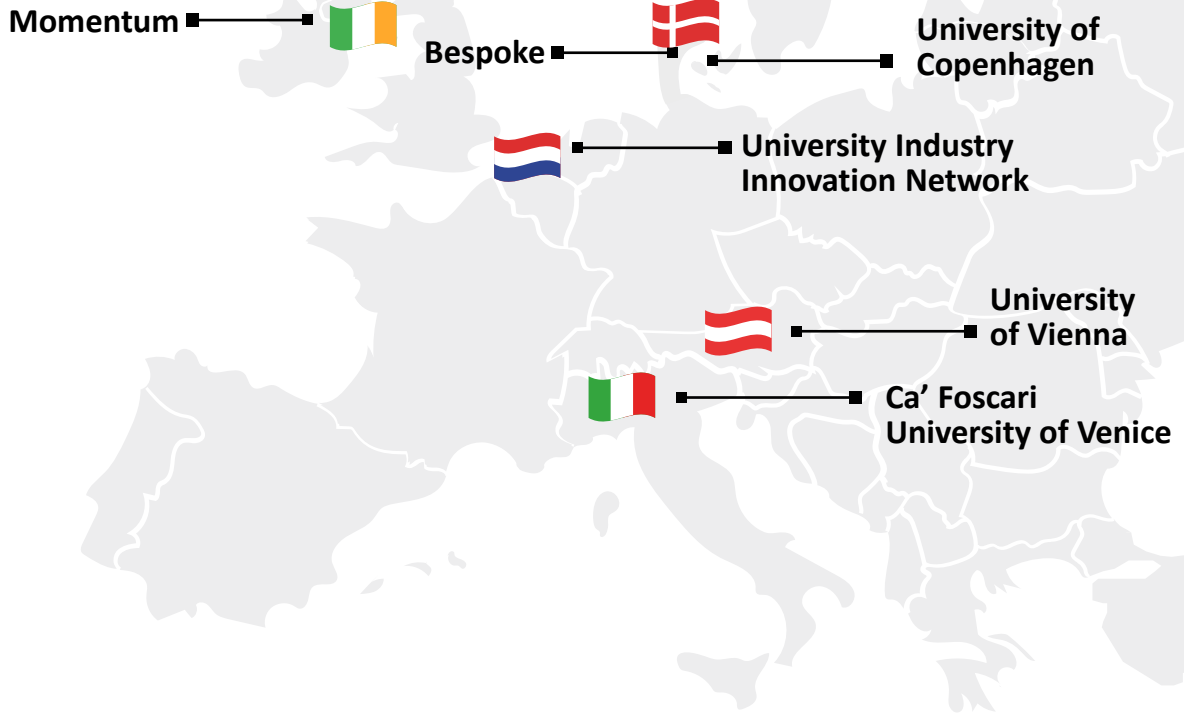
The **University of Copenhagen (UCPC)** is a large educational institution that offers programmes in **health, science, political science, law, theology and the humanities**. Human & Legal Innovation Hub @ UCPH is an innovation hub for startups and students who want to explore new ways of learning through creation.



The UCPH humanities programme, offers courses, including those in the field of cultural studies, ethnography and communication. Through collaborations with cultural institutions, it supports entrepreneurial and intrapreneurial students and researchers who want to build a future career in the cultural sector. It is important for the institution to investigate transformative trends and digitalisation regarding cultural heritage to secure the best and most innovative educational environment in this field. It has contributed to research on future cultural trends by interviewing UCPH professors and trend experts in Denmark.

There are three members of the UCPH team working on this project. Marie Roloff is the hub leader and works as programme manager for business research; building a bridge between the humanities and industry. Rasmus Kastrup Brorly is a business developer with a Master of Arts in experience economy. He has hands-on experience working with the music and festival industry. Anne Dvinge is an innovation consultant and business developer. She has a background as a researcher in music and cultural theory and as an entrepreneur, building a music tech startup.

CULTURAL HERITAGE



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University
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UIN
University Industry
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www.culture2point0.eu

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