



DIGITAL STUDENT

**CONSULTANCY
APPROACH**

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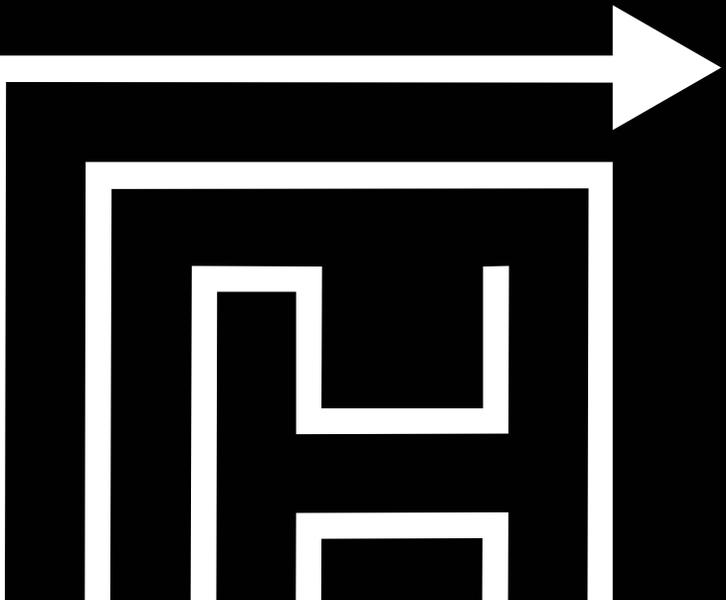
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**SUPPORTING HEIs TO
EFFECTIVELY ASSIST THE
REGENERATION OF THE
EUROPEAN CULTURAL
HERITAGE SECTOR**

01



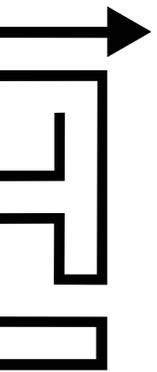
**PURPOSE OF THE DIGITAL
STUDENT CONSULTANCY
APPROACH**

INTRODUCTION

This is a toolkit developed for:

- (1) **higher education institutes**,
- (2) **cultural heritage organisations** and
- (3) **potential mentors or teachers** interested in delivering the programme locally.

It was intended that delivery can be adjusted according to local needs and context because the program is to be delivered across Europe in diverse environments.



INTRODUCTION

The digital consultancy approach was **created based on:**

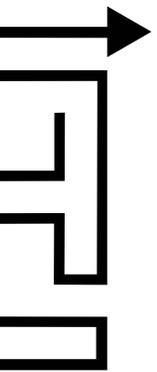
- needs identified by PR1 partners' research conducted by partners,
- considerations of viable testing option for partners, and constraints related to each organisation involved, and
- a balance between transnational and local content.

How to use the toolkit?

Chapter 1 introduces the overview of the programme.

Chapters 2-5 describe the diverse teaching methods and tools offered to the participants of the programme.

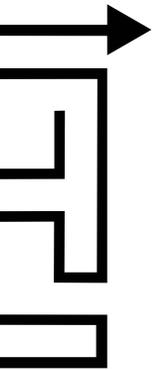
Please, note that toolkit contains primarily recommendations. The local manager of the programme has a better understanding of what is viable and beneficial for participants, in a consistent way with the pathways identified.



BACKGROUND

From PR1 the main findings useful for PR2 are:

- COVID-19 has **changed the way CHOs work and engage with their users**: The compulsory isolation generated a new and more in depth exploration of technology and how it can support potential new positioning approaches that CHOs may have in the local communities they are part of;
- For **successful CHO-HEI collaborations**: a shared understanding of the common goal, the time commitments and expectations, as well as the strengths of each side are needed;
- For HEIs' **students to support the digitalisation of the CHO**, domain knowledge, but also competencies in (digital) communication, systems thinking and knowledge of the sector challenges, and an open mindset and team-work are needed, and
- The majority of CHOs' leaders involved during the co-creation workshops held in September 2022 affirm that, among PR1's 4 future scenarios presented, the preferred is **scenario B**.



BACKGROUND



Insights that inspire the preferable scenario B are:

- + Museum as Mediators for Local Challenges
- + Healing Through Heritage
- + Alternative financing models to involve visitors
- + Museum as Part of The Local Space
- + Ladder of Participation
- + Redefining Cultural Heritage
- + Inclusivity and Accessibility within creations

Museum as Part of The Local Space:

Besides displaying artwork (tangible CH), CHOs are also used as a site for hosting events and performances (intangible CH). However, these events have often been exclusive in their content, restricting the general public from participating. As the role of CH is shifting, CHOs could become spaces to connect visitors, local communities, and **local embeddedness through events and peer-learning hubs**. They could become **places for dialogue** between the two, requiring the environment to have the flexibility to be able to adjust itself.

Ladder of Participation:

New digital technologies, the **abundance of data** and the **rise of connectivity** continue to change how CHOs' audiences interact with art and culture. New technologies offer more possibilities to make and create together, developing our collective intelligence. Already, more and more visitors expect that their experience will invite and enable participation when they visit a CHO. By introducing more participation, the social role of CHOs could also increase, and **knowledge access and transfer will become a collective process**.

Museum as Mediators for Local Challenges:

Global business around tourism allows hidden cultural sites to be appreciated by a wider audience. Yet, the COVID-19 pandemic has demonstrated that CHOs' practices often rely heavily on tourism to survive, creating an economic dependency for the surrounding regions. Throughout the pandemic, CHOs recognised the need for understanding the **broader social, political and economic context within which the sector functions**. Such understanding would allow **CHOs to connect their mission to local communities' needs**.

BACKGROUND



The most plausible scenario for Italy and Denmark is A, for Austria it is C.

Scenario A - A Global Network Of Grassroots Entrepreneurs:

After a decade of inflation, battling against climate change and fighting for sustainability, governments have slashed spending in areas considered non-essential to economic growth. Thus with the value of cultural heritage not recognised, allocated funding has diminished, **forcing the adoption of more entrepreneurial and self-sufficient business models within this sector**, or else collapse. As a result, where larger institutions have become individually branded and hyper-commercialised, smaller organisations have instead re-structured themselves as a grassroots global network of agile players in order to survive, with a focus on collaboration and (un)usual partnerships.

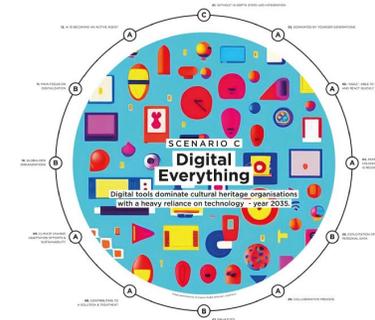
Main points:

- + Decentralisation of Cultural Heritage Through Technology
- + Alternative Finance Models to involve visitors
- + Healing Through Heritage

Insights that inspire this scenario:

- + Alternative Finance Models to involve visitors
- + Giving CH Back To Whom it Belongs
- + Decentralisation Cultural Heritage Through Tech
- + Cross domain non-siloed collaboration within and beyond CHOs
- + Blending Technology with CHO
- + Inclusivity and Accessibility within creations.

BACKGROUND



The most plausible scenario for Italy and Denmark is A, for Austria it is C.

Scenario C - Digital Everything

Digital tools and platforms of 2035 dominate how people live, work, connect and navigate themselves. Driven by the young generation of **(digital) makers, vast technological advancements** have resulted in moving from reality enhancement to life in parallel virtual worlds. With Cultural Heritage sites heavily impacted by climate catastrophe, and digital connectivity having matured to its fullest, all physical operations are now closed and protected. Cultural Heritage has **transferred online, into virtual platforms for people to visit.**

Insights that inspire this scenario:

- + Alternative Finance Models to involve visitors
- + Giving CH Back To Whom it Belongs
- + Decentralisation Cultural Heritage Through Tech
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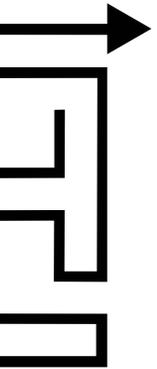
Insights that inspire this scenario:

- + Decentralise Arts through Tech
- + Upskilling the CHOs' Workforce
- + Alternative financing models to involve visitors
- + Experimentation Of Pricing Models for CHOs
- + Blending Tech and digital trends with CHOs
- + Informal learning Through Gaming with CHOs
- + Utilisation of NFTs to democratises artwork
- + Redefining Cultural Heritage and its mission

BACKGROUND

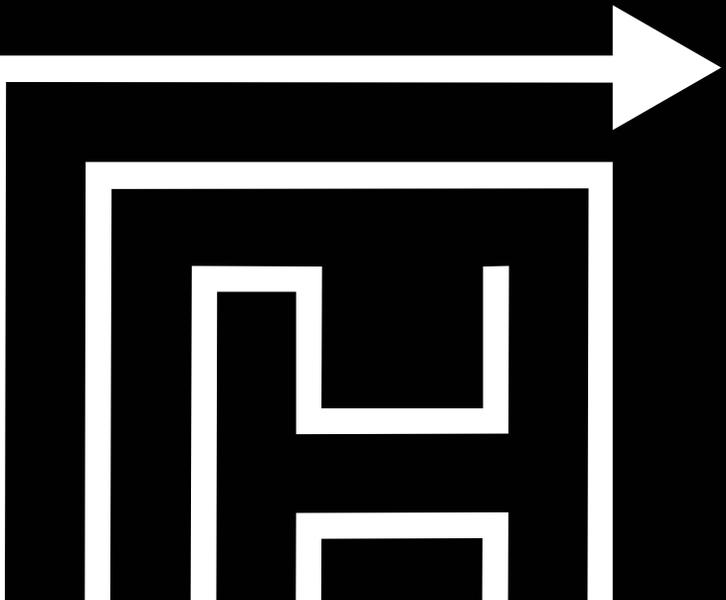
Based on PR1 research, the absolute must-have future skills for CHOs to move towards the preferred scenario, include:

- **For Italy:** Ethical thinking; Ability to translate sales and marketing language for people with humanistic background and viceversa; Tech skills/Augmented reality for immersive experiences; Legal and data privacy knowledge; Sustainability and impact measurement of cultural projects
- **For Denmark:** Competencies in connecting local and global issues; Skills in facilitation, collaboration and partnerships; Creative digital skills; Some competencies; Change management
- **For Austria:** Community management skills, IT knowledge and methods of visualization such as 3D modelling, Interface management, Legal knowledge in digital humanities, and Interdisciplinary cooperation





02



**HOW TO GET
STARTED?**

OVERVIEW OF THE PILOT TEST

The project states: «The pilot-test of the Cultural Heritage 2.0 Digital Student Consultancy Approach will be comprised of the pilot tests of the programme at each HEI partner and will engage in total 9 cultural heritage organisations, 6 academics delivering the programme and 36+ students from social sciences, humanities and business disciplines. The programme will be delivered in the mode best suited to the internal environment of the partners. The PR2 will ensure the possibility for different delivery paths (e.g., within a course, as an extracurricular course, a bootcamp). 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»



 **CULTURAL
HERITAGE 2.0**

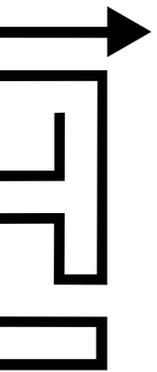
PROGRAMME OVERVIEW

Since the way we live and work is luckily changed, the approach the HEIs involved will be using will be blended, with some content provided online (OERs) and some in classrooms.

CH2.0 Digital Student Consultancy Approach is designed as a modular approach to the delivery of the programme based on challenge based/problem-based learning and student consultancy. It is supported by the 50 OERs developed by partners, that will be soon available online to support the approach and prepare the academics for the implementation of the programme.

The OERs have been divided into 3 main categories: Management, Digital and Humanities. They are pdf documents and podcasts. All are free and ready for download.

Content will be available online in a sort of interactive way. Students will be able to filter OERs by content category, and for each OER student will have suggested OERs to be explored.



CHECKLIST FOR PARTNERS

01

The challenge will be the same for all HEIs: How can we move from scenario A/C to scenario B by helping the Cultural Heritage sector with new skills and how technology can help?

02

Set the goals for your own local project: How will you use the programme to tackle your local cultural organization's challenges ?

03

Set the exact dates for the delivery of the program between May and September 2023

04

Decide your preferred pathway and identify how to implement it: within a course, as an extracurricular course, a bootcamp

05

***Recruit participants:** At least 3 organisations per pilot-testing partner (9 in total) will be recruited for the pilot-test, as well as at least 12 students per partner (36 in total) will be participating in the programme.*

PROGRAMME OVERVIEW

Each HEI can choose among 4 different pathways, designed with a progressive level of ambition:

- Hackathon
- Sprint
- Problem Solving Workshop
- Entrepreneurial Challenge

For the pilot test, the choice includes:

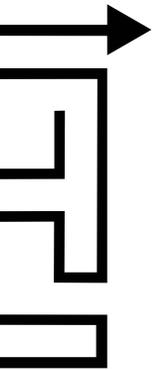
- Hackathon for UPCH and University of Vienna
- Problem Solving Workshop for Ca' Foscari

Delivery of the programme includes:

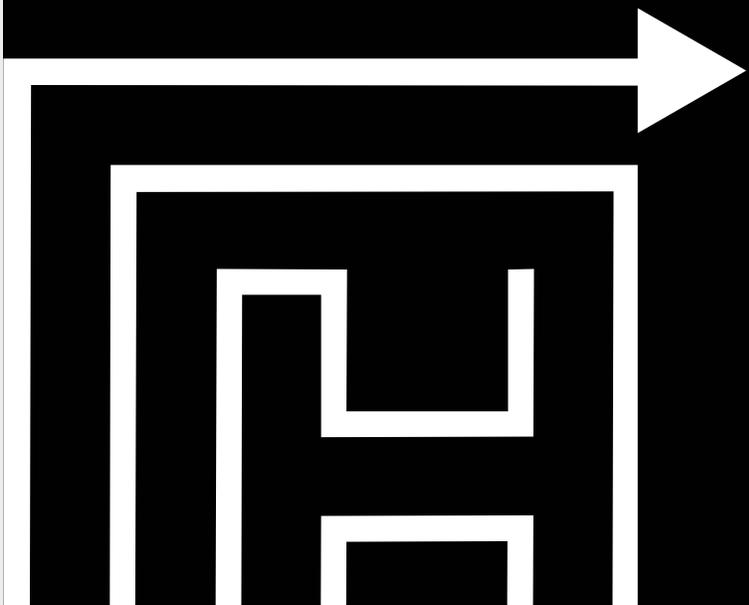
- Digital learning with OERs available online (for individual learning or for masterclasses), potential webinars, Q&A moments, and so on). It is mandatory that for each pilot test participants use at least one OER
- Learning by doing and Peer-learning through the challenges students will work on

Timeframe:

The programme is scheduled to happen between May 2023 and September 2023. Local partners can decide the specific dates for delivery but the program should be delivered by the end of September 2023.



03



**PATHWAYS TO BE
TESTED**

PATHWAYS TO BE TESTED

Pathways are flexible learning formats, creative ways for the students to demonstrate their learning of the material and challenge them to adapt to different ways of working regarding Cultural Heritage Organisations.

HACKATHON

FORMAT: Online or in classroom

DURATION: 2 or 3 days

DESCRIPTION:

A hackathon would especially be interesting for universities where they would like to encourage their students to work rapidly.

Prior knowledge is optional except for good teamwork to ensure results are being delivered rapidly.

Additionally, as outcome of the programme, participants would feel a great sense of accomplishment through producing ideas that have the chance to be adopted by CHOs.

COMPONENTS:

Students with a diverse background

CHOs interested in co-design their future and more effective business models

Academics

Mentors/Facilitators

LEARNING OUTCOMES:

- Analysis and idea generation for solving pressing issues
- Teamwork
- Pitch development

PROBLEM SOLVING WORKSHOP

FORMAT: Online or in classroom

DURATION: from one week to a month

DESCRIPTION:

The problem-solving workshop would allow students to think about how to solve the problem they were given/they had identified as a team. By stepping foot into the CH organisation, students will have access to the workers at these organisations to understand their real issues. The OERs will be used as a building block that could unlock the students curiosity and knowledge, to find a solution that fits their problems best.

COMPONENTS:

Students with a diverse background

CHOs interested in co-design their future and more effective business models

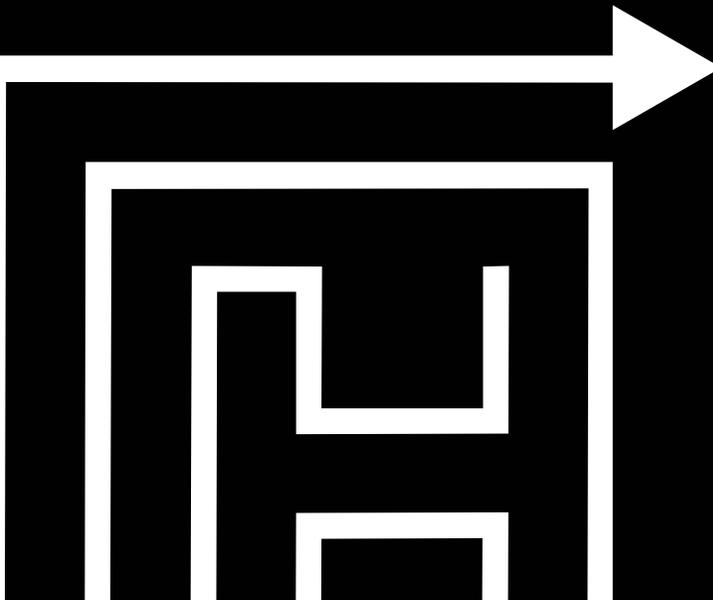
Academics

Mentors/Facilitators

LEARNING OUTCOMES:

- Analysis and idea generation for solving pressing issues
- Teamwork
- Project development

04



**PARTICIPANTS
RECRUITMENT**

WHO TO RECRUIT?

For the student consultancy projects, HEIs need to recruit individuals from 2 target groups: (1) **students within the HEI institutions** and (2) **professionals from CHOs**

Focus in inviting students:

- Look for participants that are truly motivated to be part of the programme, and that have the time to be fully invested during the whole programme
- Participant don't need to be all the same age, or have similar level of experience. They should have though a strong interest in Cultural Heritage.

Focus in inviting professionals from CHOs:

- Consider inviting contacts with which you had previous contact for PR1's research (e.g., participants from the co-creative sessions, interviewees, professionals from good practice cases, etc.)
- Invite long-time CHO collaborators of HEI or focus on stakeholders are you interested in developing a long term partnership with
- Use the programme to generate stronger HEI-stakeholders collaboration



TEMPLATE FOR PROMOTION TO STUDENTS

Cultural Heritage 2.0 Programme -

A future-ready cultural heritage sector equipped with the skills for revival through digitalization and transformative business models.

Join a unique hands-on training and networking programme:

- Create and actively engage with the Cultural Heritage sector
- Develop and implement multidisciplinary learning interventions to test if and how technology can drive innovative business models for Cultural Heritage Organisations
- Develop real-life solutions to pressing challenges in the Cultural Heritage field
- Support the development of a broader and more diverse range of voices and approaches for the CHO

What you will learn:

The programme is dedicated to developing new skills essential to support the growth of the Cultural Heritage field, by working on co-designed and digital approaches, and collaborating with the local cultural ecosystem.

You will have access to 50 Open Education Resources to tackle your curiosity and develop new knowledge.

The programme is implemented by a unique international network of partners from Italy, Denmark, Austria and the Netherlands. The Cultural Heritage 2.0 project is an ERASMUS+ Programme of the European Union.



TEMPLATE FOR PROMOTION FOR CHOs

Cultural Heritage 2.0 Programme -

A future-ready cultural heritage sector equipped with the skills for revival through digitalization and transformative business models.

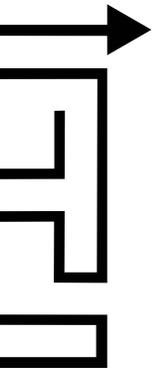
Join a unique hands-on training and networking programme with future talent:

- Network with future graduates interested in working in local CHOs'
- Get familiar with younger and more diverse audiences' approaches to sectoral challenges
- Empower students to feel confident in their area of responsibility
- Offer students practical experience of working with a CHO on a real-life challenge;
- Gain the opportunity to help diversify the approach of the CHO and get the perspective of young people on pressing challenges in the sector

What you will gain:

The programme is dedicated to supporting the digitalisation of the Cultural Heritage field, equipping students with new skills essential to support the sector's growth. Working side-to-side with students is mutually beneficial for both students and your CHOs. Covid-19 has highlighted that often CHOs lack digital skills to create hybrid and digital experiences for their audience. However, the natural digital literacy of students puts them at an advantage during a time of rapid transformation in the sector.

The programme is implemented by a unique international network of partners from Italy, Denmark, Austria and the Netherlands. The Cultural Heritage 2.0 project is an ERASMUS+ Programme of the European Union.





THIS IS WHY WE NEED YOUR HELP

By being directly involved in the project you will:

- work on real problems pointed out by real CHOs in Venice
- have the chance to identify possibilities for CHOs to improve their current situation
- make a positive impact on your assigned CHO and open up to opportunities for your future



DELIVERY AND RESPONSIBILITIES

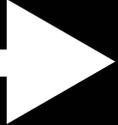
Programmes organisation and facilitation: each HEI partner

Presence of OERs online: Momentum

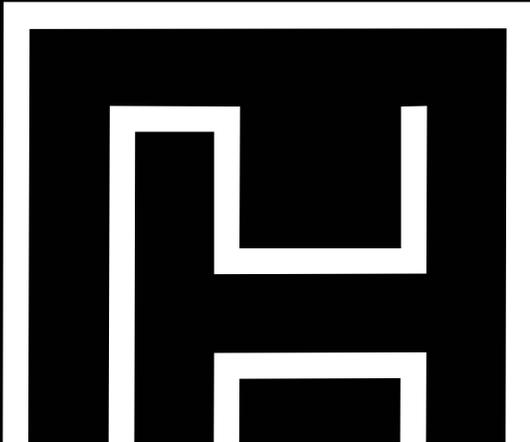
Creation of Promotional materials: All partners



05



LOGISTICS



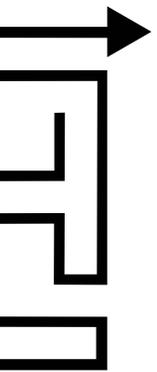
THE BLENDED EXPERIENCE

OERs will be always available to use and to be downloaded from the website

All deliverables from PR1 will be always available to use and to be downloaded from the website

Platforms such as Zoom, Gmeet or Teams can be used to organize activities or for additional sessions related to Q&A or teamwork

A physical space for students to work together should be provided, to allow them to meet and develop their ideas





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