



DIGITAL ROUTES

OF CULTURAL HERITAGE FOR A SUSTAINABLE FUTURE

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IO5-A4

DIGITALROUTES@CULTURE
POLICY REFORM INITIATIVE
(FROM THE GRASS ROOT TO THE
NATIONAL LEVEL)



Co-funded by the
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Emphasys
CENTRE

2022



PROJECT INFORMATION

PROJECT ACRONYM: DIGITALROUTES@CULTURE

PROJECT TITLE: PROMOTING SOCIAL ENTREPRENEURIAL
COMPETENCIES BASED ON THE
DIGITALIZATION OF CULTURAL
HERITAGE FOR A SUSTAINABLE FUTURE

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1. Introduction

This project aims to open new routes in employment for young people and youth workers by providing the opportunity to acquire a range of entrepreneurial competencies, including social, digital, and green ones (Bacigalupo et al., 2016). The cultural entrepreneurs that the current project aims to support and train will be able to set up their own connected DIGITALROUTES@CULTURE Centre.

The fundamental objective of the project is to promote social entrepreneurship education, cultural awareness, and digital competencies to address rural development and urbanization issues to enhance employment opportunities in the field of cultural heritage. The results of the project also include the development of an open, dynamic, and interactive web portal and a mobile app that will map the cultural heritage aspects using augmented reality thus creating cultural routes of tangible (monument, artifact, clothing, historic town, etc.), intangible (skill, expression, performing art, etc.) and natural (landscape, etc.) spaces across each partner's country.

This document is concerned with Action 4 of Intellectual Output 5 which is the creation of DIGITALROUTES@CULTURE EXPLOITATION AND SUSTAINABILITY PLAN. The main goal of this document is to create a grass root initiative that will benefit the whole community and is expected to be supported and sustained.

The sustainability of the project results can be seen as the ability of the partners involved in the projects to continue their mission and the general project program far into the future, using the knowledge and expertise gained in the project. In this context, the use of the achieved project results after the project end is also in the foreground to fulfill the future demands after the project end, making effective and efficient use of the resources deployed during the project lifetime.

This exploitation and sustainability plan contains a preliminary description of the activities and strategies undertaken to sustain the DIGITALROUTES@CULTURE project results after the end of the project's lifetime. The exploitation and sustainability plan summarizes the measures for the sustainability of the project results for each of the partner country organization.



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2. Direct and Indirect Beneficiaries and Stakeholders

The direct beneficiaries group includes all the key actors/participants that will be direct users of the project results and products. In the case of the DIGITALROUTES@CULTURE project, these are:

- Young people (18 – 30 years old)
- Youth workers

The indirect and long-term beneficiaries of the DIGITALROUTES@CULTURE project are:

- Communities
- Municipalities
- Social entrepreneurs

3. Project's roadmap





3. Project's results – Intellectual Outputs

IO1 - THE NEW GENERATION OF CULTURE PROMOTERS: THE METHODOLOGY FOR MAPPING AND CREATING CULTURAL ROUTES (FOCUS ON RURAL AREAS)

In the first Intellectual Output, extensive research was conducted in each partner country and partners developed their 'DIGITALROUTES@CULTURE Handbook' which includes the research for the social entrepreneurship and cultural entrepreneurship in each partner country (Poland, Germany, Romania, Cyprus, Greece, and Hungary). Additionally, all the partners collected their cultural spaces and routes to be developed later on the IO3 for the mapping tool. Lastly, based on the research the consortium developed the competence framework for young entrepreneurs with 7 modules:

- Module 1 – Meet the Cultural Entrepreneur
- Module 2 – Entrepreneurs in Cultural Tourism
- Module 3 – Business Competences
- Module 4 – Communication and Branding
- Module 5 – Digital Competencies
- Module 6 – Creative Competencies
- Module 7 – Working with Local Communities

([Here](#) you can find all the IO1 results).

IO2 - THE DIGITALROUTES@CULTURE DYNAMIC TOOL: OPEN WEB PORTAL AND MOBILE APP BASED ON AUGMENTED REALITY

For the second Intellectual Output, the consortium developed the DIGITALROUTES@CULTURE dynamic tool which is a dynamic and interactive web portal and mobile application where young entrepreneurs can navigate and see all the cultural spaces and routes which partners develop. Here you can see the web portal <http://digitalroutes.erasmusplus.space/>

([Here](#) you can find all the IO2 results).



IO3 - THE DIGITALROUTES@CULTURE BACK PACKS: CAPACITY BUILDING TRAINING FOR NEW CULTURE ENTREPRENEURS AND MULTI-MEDIA RESOURCES FOR MAPPING

For the third Intellectual Output, the consortium developed the DIGITALROUTES@CULTURE cultural guidebooks where one guidebook for each partner country was developed and includes a description of each cultural space, a quiz regarding the country, some language tips, and the gastronomy. The main goal of these cultural guidebooks is to promote the cultural heritage of each partner country. Then, the educational material for the young people was developed based on the 7 modules produced during the IO1 with the open badges as a validation method. Lastly, a marketing campaign was developed by all partners to ensure the promotion of the project's results.

([Here](#) you can find all the IO3 results).

IO4 - THE DIGITALROUTES@CULTURE TOOL KIT - SETTING UP THE CULTURE CENTRES /CLUBS/ CAMPS BASED ON SYNERGIES (NATIONAL AND EU LEVEL)

For the fourth Intellectual Output, the consortium developed the DIGITALROUTES@CULTURE toolkit which includes instructions, regulations, and guidelines necessary for the implementation of the DIGITALROUTES@CULTURA Training Programme across Europe. Also, during the fourth Intellectual Output the community centres took place in each partner country with young people and youth workers to evaluate and test all the project results.

([Here](#) you can find all the IO4 results).

IO5 - THE DIGITALROUTES@CULTURE STRATEGY FOR SUSTAINABLE DEVELOPMENT: UP SCALING FROM THE LOCAL TO THE NATIONAL AND TO THE EU LEVEL

For the fifth Intellectual Output, the consortium developed the DIGITALROUTES@CULTURA Sustainability Plan and Strategy which includes strategies and policy decisions in which all the partners will ensure the sustainability and the further exploitation of the project and all the project results.

([Here](#) you can find all the IO5 results).



4. National Strategies

As a result, based on the above, this document will provide a grass root strategy from each partner on how they can make the DIGITALROUTES@CULTURE project to be part of their community.

a) Społeczna Akademia Nauk (Poland)

SAN will ensure the sustainability of the project through:

- Meetings with policymakers at the local level to make them aware of DigitalRoutes@Culture resources including training materials, handbooks and the digital platform. One such meeting was held in December 2022 with the Director of the Office for Culture and Promotion in Bielsko-Biała municipality.
- Organisation of the project's final conference entitled "Cultural Centres for Sustainable Development" in March 2023 where the project's results will be widely disseminated
- Meeting with the Rector of Społeczna Akademia Nauk to present the project's results and discuss how they could be incorporated into the university's activity
- Contacting cultural centers and NGOs around Poland to share projects results and developed materials

b) Culture Goes Europe (Germany)

Since 2005, CGE Erfurt e.V. has implemented educational programs, led cooperations, and developed research methodology on diverse topics, including social entrepreneurship, urban planning, climate action, migrant civic engagement, and more. CGE ensures the sustainability of the project results by:

- incorporating the intellectual output results, such as guidebooks, tool kits, and online courses, into the library of best practices on youth work in the cultural hub Saline34 in Erfurt, Germany;
- utilising the guidebooks on cultural heritage and digital routes in Germany during international youth mobilities, volunteering projects, and training courses as part of getting to know the hosting country;
- presenting the online learning modules of the DigitalRoutes@Culture project to the migrant social entrepreneurs' network "Social Impulse Academy" in Thuringia, Germany via [Social Impulse Hub](#);
- using DigitalRoutes@Culture Open Badge Ecosystem during local activities with migrants and refugees, who are looking for ways to integrate into German society.

c) Fundacja Mapa Pasji (Poland)

One of the main branches of our activity is the development of quests and the running of the nationwide portal QUESTY – Wyprawy Odkrywców (Expeditions of Explorers).



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Quests are outdoor treasure-hunting games. They do not require handling or signposting in the field, so, unlike strolls or city games, they can be played at almost any time.

When creating new routes, we often lead to lesser-known local attractions and places of interest that we can promote in this way. Our partners in developing quests are often local cultural institutions or local entrepreneurs.

Between 2017 and 2020, we ran the „Treasures of the Highlanders” project aimed at strengthening the local identity of the inhabitants (especially young people) of 8 micro-regions in the southern part of Malopolska and increasing the tourist attractiveness of these areas through the creation of a network of 50 quests.

In November 2022, we launched the second edition of this project. During its duration, numerous meetings with local communities are scheduled, which gives us great opportunities to reach out to people potentially interested in the Digital Routes project.

d) Asserted Knowledge Omorrythmos Etaireia (Greece)

ASSERTED KNOWLEDGE (AKNOW), as a technical implementation company providing highly skilled ICT services, experienced in Augmented Reality technologies and tools in the field of E&T, will mainly be focused on sustaining and maintaining the DIGITALROUTES@CULTURE DYNAMIC TOOL: OPEN WEB PORTAL BASED ON AUGMENTED REALITY. As such, AKNOW will be responsible for updating and maintaining the platform after the funded period of the project, as well as supporting future users in navigating and using it, to reap its benefits to the maximum.

Moreover, AKNOW will also contribute to the sustainability of all project results in the following ways:

- During our participation in the annual Scientix Conference, we will disseminate the projects and their results to a wide audience.
- Through AKNOW's organised events throughout the year (e.g., for the European Language Day, for Women's Entrepreneurship & Employability, or other social events), we will continue disseminating the project and its outcomes to a wide range of people, among them many young people who might be interested in becoming cultural entrepreneurs.

e) Emphasys Centre (Cyprus)

As Emphasys will ensure the sustainability and the exploitation of all the project results of the DIGITALROUTES@CULTURE project. More specifically:

- During the annual event which Emphasys participants called 'Educational and Career Exhibition Fair' which targets young people will disseminate the results
- During Europe Day (8th of March) their big celebrations in Nicosia where Emphasys participates and will disseminate and promote the main results of the project the educational material, cultural guidebooks, web portal, and toolkit.
- During the Erasmus+ Days annually in October, the project results can be disseminated where the main aim is to raise awareness about the Erasmus+ opportunities can young people benefit from



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- During the Youth Festival organised by the Youth Board of Cyprus annually in September Emphasys can disseminate and promote the opportunities the project can benefit young people to be cultural entrepreneurs
- During the European Heritage Days, Emphasys can promote the cultural guidebooks (spaces and routes) developed for the DIGITALROUTES@CULTURE project and more young people can join the DIGITALROUTES@CULTURE community centers and become cultural entrepreneurs.

f) Asociația de Ecoturism din România (Romania)

The Association of Ecotourism in Romania (AER) will continue to use the outcomes and it will ensure the sustainability and the exploitation of all the project results of the DIGITALROUTES@CULTURE project through the following measures:

- The results of the project will be presented to the members of the association at the annual general assembly. AER members are small and medium-sized enterprises, together with other ONGs in the field of local development and nature conservation.
- AER will present the results of the project to the network of ten ecotourism destinations that it coordinates to use at the local level. The cultural guidebooks (spaces and routes) developed for the DIGITALROUTES@CULTURE project are valuable resources that can be used to attract more young people that can join the DIGITALROUTES@CULTURE community centres and become cultural entrepreneurs.

g) TE-IS (Hungary)

TEIS Foundation youth organisation working with diverse stakeholders in the field of youth work. After exploring potentially interested stakeholders and youth workers, we highlighted the next strategic actions in order to sustain the project results and integrate them into the local community:

- We plan to ensure wide dissemination of project results mainly digital tools for young entrepreneurs. Through social networks, presentations, and promotion at different educational activities conducted by TEIS, such as training, workshops, seminars, conferences, and other public education activities.
- TEIS hosts around 10 international events in Hungary every year. We planning to create several digital routes for the participant of those international training to get to know Hungary and local sightseeing around or nearby hosting locations.
- Finally meeting with a local organisation working with young entrepreneurs to share results and make a presentation and workshop using the DIGITALROUTES@CULTURE project tools.



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