# DIGITAL ROUTES

## OF CULTURAL HERITAGE FOR A SUSTAINABLE FUTURE

# IO5-A2

## DIGITALROUTES@CULTURE EXPLOITATION AND SUSTAINABILITY PLAN

SPOŁECZNA AKADEMIA NAUK

Fundacja Mapa Pasji

CULTURE GOES EUROPE SOZIOKULTURELLE INITIATIVE ERFURT E.V.

TE-IS FOUNDATION

aer

Emphasys CENTRE

ASSERTED KNOWLEDGE

# IO5 – A2
# DIGITALROUTES@CULTURE EXPLOITATION AND SUSTAINABILITY PLAN

**2023**

# PROJECT INFORMATION

**PROJECT ACRONYM:**       DIGITALROUTES@CULTURE

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

**PROJECT NUMBER:**       2020-1-PL01-KA205-080646

**PROJECT WEBSITE:**       DIGITALROUTES.4LEARNING.EU

**CONSORTIUM:**

# Contents

# 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 competences to address issues of rural development and urbanisation 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 which will map the cultural heritage aspects using augmented reality thus creatinge cultural routes of tangible (monument, artefact, 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 2 of Intellectual Output 5 which is the creation of DIGITALROUTES@CULTURE EXPLOITATION AND SUSTAINABILITY PLAN. The main goal of this document is to detail the sustainability plan of the project results for each partner of the consortium.

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 programme 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 fulfil 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 organizations.

## 2. Sustainability objectives

The sustainability objectives of the DIGITALROUTES@CULTURE project are to continue to use the results and resources created within the project beyond the project lifetime. The sustainability objectives are as follows:
- to ensure further use of project results and resources after the project lifetime.
- to support the consortium partners for future collaborations.

## 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 sustainability strategies

Each partner will be responsible for the sustainability of the results from his country and the aim of this document is to detail how this will be achieved. When the sustainability of results depends on various outputs created within the project (e.g., the online platform), the partner responsible for that output will ensure the sustainability.
The partners of the consortium express their intention of future collaboration that will use the results of the project.

## a) Cyprus

For Cyprus, Emphasys Centre the national sustainability strategy will be as follows:

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

    The main results from the IO1 which are the DIGITALROUTES@CULTURE Handbook and the mapping tool will be promoted by Emphasys on several occasions such as via email marketing will conduct several organisations to be enrolled into the mapping tool and continue the network of the DIGITALROUTES@CULTURE.   The mapping tool of the project consists of cultural spaces and the cultural routes for each country.

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

    The main result from the IO2 is the web portal which is also mobile responsive and includes the cultural spaces and routes. Young people or youth workers can create an account on the platform so they can create their own cultural routes and can visit the cultural spaces of the partner countries. Emphasys will continue to sustain the project platform and disseminate it through the Erasmus+ KA1 mobility courses where during the cultural activities will have to create their own cultural spaces and routes.

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

    The main result from the IO3 is the educational material which consists 7 modules and also the guidebooks with the marketing campaign. Emphasys printed the guidebooks and will disseminate them through open days, info days etc.

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

The main result from IO4 is the toolkit which includes all the necessary information for any youth organisation which would like to implement the DIGITALROUTES@CULTURA programme. Emphasys will send out the toolkit to youth organisations to support the project and to sign also the memorandum of committment and the petition.

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

The main result of the last intellectual output is the strategy for any youth organisation on how to keep sustain the project and how they can promote it through social media, other organisations etc. Emphasys will use this IO as a base for the rest of the intellectual outputs and will keep disseminate the project to several organisations to invite them to join the DIGITALROUTES@CULTURE community.

## b) Germany

For Germany, CGE's national sustainability strategy will be as follows:

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

The main results from the IO1 which are the DIGITALROUTES@CULTURE Handbook and the mapping tool will be promoted by CGE Erfurt e.V. to local museums and socio-cultural spaces, which has benefited from the development and utalisation of the mapping tool.

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

The main result from the IO2 is the web portal which is also mobile responsive and includes the cultural spaces and routes. Young people or youth workers can create an account on the platform so they can create their own cultural routes and can visit the cultural spaces of the partner countries. CGE Erfurt e.V. will utilise the project platform during the future Erasmus+ KA1 mobility courses, such as youth exchanges, pilotings and workshops with local migrant entrepreneurs and social activists.

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

The main result from the IO3 is the educational material which consists 7

modules and also the guidebooks with the marketing campaign. CGE Erfurt e.V. has already incorporated the module materials and will continue using the printed guidebook about Germany and will disseminate it wider to young people etc.

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

The main result from IO4 is the toolkit which includes all the necessary information for any youth organisation which would like to implement the DIGITALROUTES@CULTURA programme. CGE Erfurt e.V. will continue using the hub space with all developed materials to inspire our target group to engage with cultural heritage.

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

The main result of the last intellectual output is the strategy for any youth organisation on how to keep sustain the project and how they can promote it through social media, other organisations etc. With the strategy at place, CGE will inform local and regional partners, youth umbrella organisations and youth council about the DIGITALROUTES@CULTURE community and explain how they can benefit from the developed outputs.

## c) Greece

In Greece, Asserted Knowledge will do the following to ensure the project's sustainability:

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

The main IO1 results, namely the DIGITALROUTES@CULTURE Handbook and the mapping tool, will be promoted by Asserted Knowledge on several occasions, such as via email marketing or through our participation in future trainings and events.

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

The main result from the IO2 is the web browser/portal which includes the identified cultural spaces and routes. Young people or youth workers can create an account on the platform so they can create their own cultural routes and can visit the cultural spaces of the partner countries. Asserted Knowledge, as the partner responsible for creating the portal, will continue maintaining it and updating after the end of the funded period, so that more and more people will be able to use it.

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

The main IO3 result is the educational material, consisting of 7 modules, as well as the guidebooks with the marketing campaign. AKNOW will disseminate these materials with our network through open days, info days, events, etc.

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

The main IO4 result is the toolkit, which includes all the necessary information for any youth organisation which would like to implement the DIGITALROUTES@CULTURE programme. AKNOW will send out the toolkit to youth organisations that we cooperate with, in order for them to support the project and sign the memorandum of committment and the petition.

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

The main IO5 result is a developed strategy for any youth organisation on how to keep sustaining the project and how they can promote it through social media, other organisations etc. AKNOW will sustain the project results according to this strategy, and will keep disseminating the project to youth organisations to invite them to join the DIGITALROUTES@CULTURE community.

## d) Hungary

For Hungary, TEIS's national sustainability strategy will be as follows:
- IO1 - THE NEW GENERATION OF CULTURE PROMOTERS: THE METHODOLOGY FOR MAPPING AND CREATING CULTURAL ROUTES (FOCUS ON RURAL AREAS):

The DIGITALROUTES@CULTURE Handbook and the mapping tool, which are the primary IO1 outcomes, will be promoted by TEIS on a number of occasions, including through partnerships with regional cultural organizations like museums, galleries, and cultural centers. These organizations are well-known in their home regions and can aid in raising awareness of the upcoming generation of culture promoters.

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

The web portal that contains the identified cultural spaces and routes is the primary outcome of IO2. To create their own cultural routes and visit the cultural locations of the partner countries, young people or youth workers can create accounts on the platform. The web portal will be effectively promoted using digital marketing. This will include influencer marketing, targeted email campaigns, and social media advertising. Reaching a larger audience and generating interest in the app can be

accomplished by collaborating with well-known social media influencers.

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

The educational material, which consists of 7 modules, as well as the manuals and marketing campaign, are the primary outcomes of IO3. It is crucial to involve this community in the promotion and distribution of the modules because TEIS will target these materials at young people and youth workers. Social media platforms, targeted online advertisements, and outreach activities in schools and universities will all be used to accomplish this.

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

The toolkit, which includes all the details any youth organization needs to use the DIGITALROUTES@CULTURE program, is the primary result of IO4. TEIS will send the toolkit to the youth organizations we work with in order for them to support the project by signing the petition and the memorandum of commitment, as well as local cultural organizations and institutions.

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

IO5 is a developed strategy for any youth organization to sustain and promote the DigitalRoutes@Culture project results. TEIS, as the partner responsible for sustaining the project results, will follow this strategy and disseminate the project to youth organizations. To implement this strategy in Hungary, TEIS can collaborate with existing youth organizations, use social media, participate in youth events, provide training and support, develop partnerships, and provide access to resources and funding to sustain the project results. This strategy will ensure that the project continues to have a positive impact on young people and youth workers even after the project period.

## e) Poland

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

The main IO1 results, namely the DIGITALROUTES@CULTURE Handbook and the mapping tool, will be promoted by the University of Social Sciences (SAN) and MaPa Pasji in various ways such as during events, conferences, quests and training as well via marketing communication. The mapping tool of the project consisting of

Erasmus+

cultural spaces and cultural routes for each country will serve as examples and will be promoted through communication with cultural stakeholders.

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

  The main result from the IO2 is the web browser/portal which includes the identified cultural spaces and routes. Young people or youth workers can create an account on the platform so they can create their own cultural routes and can visit the cultural spaces of the partner countries. SAN and MaPa Pasji will continue to sustain the project platform and share information on the tool with various cultural stakeholders.

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

  The main IO3 result is the educational material, consisting of 7 modules as well as the guidebooks with the marketing campaign. SAN and MaPa Pasji will disseminate these materials through our networks during events and training as well as via online communication. ⌞ᴸ⌝

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

  The main IO4 result is the toolkit, which includes all the necessary information for any youth organisation which would like to implement the DIGITALROUTES@CULTURE programme. SAN and MaPa Pasji will send out the toolkit to cultural and youth organisations at the local, regional and national levels with a request to support the project and sign the memorandum of commitment and the petition.

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

  The main IO5 result is a developed strategy for any youth organisation on how to keep sustaining the project and how they can promote it through social media, other organisations etc. SAN and MaPa Pasji will sustain the project results according to this strategy, and will keep disseminating the project to cultural and youth organisations to invite them to join the DIGITALROUTES@CULTURE community.

## f) Romania

For Romania, the Association of Ecotourism in Romania (AER) will do the following to ensure the project's sustainability:

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

  The main results from the IO1 which are the DIGITALROUTES@CULTURE Handbook, and the mapping tool will be promoted by AER on several channels, such as the newsletter for members and partners, the general assembly of the association, the annual meetings of the network of ecotourism destinations. The mapping tool of the project consisting of cultural spaces and cultural routes will serve as examples and will be promoted to the destinations management organizations of the ecotourism destinations.

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

  The main result from the IO2 is the web portal which is also mobile responsive and includes the cultural spaces and routes. Young people or youth workers can create an account on the platform so they can create their own cultural routes and can visit the cultural spaces of the partner countries. AER will continue to sustain the project platform and disseminate the information with various cultural stakeholders.

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

  The main result from the IO3 is the educational material which consists of 7 modules and also the guidebooks with the marketing campaign. AER printed the guidebooks and will disseminate them during various events as well as via online communication.

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

  The main result from IO4 is the toolkit which includes all the necessary information for any youth organization which would like to implement the DIGITALROUTES@CULTURA programme. AER will send the toolkit to various organizations to support the project and to sign the memorandum of commitment and the petition.

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

  The main result of IO5 is the strategy for any youth organisation on how to keep sustaining the project and how they can promote it through social media, other organisations etc. AER will use this IO as a base for the rest of the intellectual outputs and will keep disseminate the project to several organisations to invite them to join the DIGITALROUTES@CULTURE community.

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