

# DIGITAL TRANSFORMATION FOR USER ENGAGEMENT IN CULTURAL HERITAGE

*Euromed 2020*

## High-profile capacity building event

---

Not-to-be-missed occasion for professionals in the cultural sector to learn about and improve on their ability to engage citizens with cultural heritage content powered by digital technology and tools.

Discussion will be driven by international coaches, who will help participants pull out knowledge and build capacity, discovering replicable methodologies and learning about innovative approaches, with a particular focus on Europeana and the plethora of connected initiatives for supporting CHIs in the digital transformation process.

Duration: 1 Hour – 05/11/2020, 11:00 EET

## Abstract

---

This 1-hour session is aimed at Cultural Heritage Institutions looking at new opportunities offered by digital heritage collections and technological tools for getting closer to their existing network and engage with new audiences in innovative and engaging ways.

Following the pace of the digital transformation is a must that all CHIs are currently experiencing, requiring big efforts in digitization, online presence and social media actions, all with the objective to increase visibility and to become more deeply rooted in the heritage community. This is enabled and backed with services and systems for digital collections management, aggregation to online repositories, and tools for metadata enrichment and annotation. While the services can be outsourced, the process as such requires careful planning and execution, on the basis of specialistic knowledge and multidisciplinary expertise that are ideally built inside the institutions.

During the covid 19-crisis, when they were forced to close their premises, museums and libraries became fully aware of the importance of leveraging their digital cultural collections as a form of compensation for the unavailability of the physical spaces. As the digital environment very much is a global one, CHIs are now engaging with users from all over the world, thus meeting new audiences with no geographic boundaries. Yet this expansion, both in terms of audience and digital features adding to the physical experience, remains complementary to the place and role of memory institutions as representatives of their local community and its history.

In the post-covid scenario, therefore, it will be more important than ever to reconnect with local communities, by compelling user engagement actions via user-driven storytelling, co-creation, crowdsourcing and citizen participation. In this multidisciplinary webinar, success stories and best

# DIGITAL TRANSFORMATION FOR USER ENGAGEMENT IN CULTURAL HERITAGE

*Euromed 2020*

practices from international projects will be presented as case studies, offering different perspectives on what is possible to achieve by leveraging digital collections, technology and tools.

## What you'll gain

---

- Knowledge-transfer from success stories and challenges of engaging users with cultural content
- Increased capacity in co-creation and storytelling strategies
- Reflections about crowdsourcing and citizen participation as means to get closer to local communities and to foster participatory approaches in (local) cultural heritage
- Discovery of tools and opportunities that leverage digital cultural heritage collections and enable international collaborations, including an overview on the metadata curation, enrichment, aggregation and annotation processes

## Case studies

---

Fifties in Europe Kaleidoscope, user engagement with photographic heritage

WeAre#EuropeForCulture, co-creation events and citizen participation: stories from Nicosia

Europeana: a community empowering the cultural heritage sector in its digital transformation

PAGODE – Europeana China and Europeana XX: Century of Change: diversity, multiculturalism, identity and storytelling

## Agenda

---

### Introduction: scope of this workshop

Dr. Antonella Fresa, Promoter / Photoconsortium

*Antonella is working on European projects since the nineties, and since 2002 she is technical coordinator and communication manager of national and European projects in the domains of digital cultural heritage, creativity and co-creation, citizen science, smart cities, digital preservation and e-infrastructures.*

### **Fifties in Europe Kaleidoscope: an innovative MOOC for education and user engagement with photographic heritage**

Prof. Fred Truyen, KU Leuven / Photoconsortium

*Fred is professor at the Faculty of Arts, KU Leuven where he is in charge of the mediaLab CS Digital. He publishes on Digitization, Photography and E-Learning. He is involved in many projects on Open Educational Resources and on Europeana.*

# DIGITAL TRANSFORMATION FOR USER ENGAGEMENT IN CULTURAL HERITAGE

Euromed 2020

## WeAre#EuropeForCulture, co-creation events and citizen participation: stories from Nicosia

Prof. Marinos Ioannides, Cyprus University of Technology

Marinos is the director of the Digital Heritage lab of the Cyprus University of Technology in Limassol, coordinating various important projects in the area of research on digital cultural heritage, virtual museums, 3D reconstructions. He is also the chair of EUROMED 2020.

## Europeana: a community empowering the cultural heritage sector in its digital transformation

Julia Fallon, Europeana Foundation








Julia is the chair of the rights statements consortium and manager of Europeana Community and Partner Engagement Team, together supporting the development of professionals and organizations working in and around digital cultural heritage, leading the development of our digital programme & a knowledge hub of events, webinars and resources all supporting the sector in their digital transformation journey.

## PAGODE – Europeana China and Europeana XX: Century of Change: from metadata to storytelling and back

Sofie Taes, KU Leuven / Photoconsortium

Sofie works as a Digital Curator for the Institute for Cultural Studies (CS Digital) at KU Leuven and Photoconsortium, and has curated several virtual and physical exhibitions for Europeana-related projects (EuropeanaPhotography, Europeana Migration, Europeana Common Culture, Kaleidoscope).

## Patrons of the event

<p><b>Promoted by</b></p> 	<p><b>In collaboration with</b></p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div data-bbox="667 1491 911 1576">  <span>europaena</span> </div> <div data-bbox="1139 1453 1302 1615">  </div> </div> <div style="display: flex; justify-content: space-around; align-items: center; margin-top: 10px;"> <div data-bbox="655 1659 924 1756">  </div> <div data-bbox="1134 1659 1310 1756">  </div> </div>	
<p><b>Official Media Partner</b></p> 	<p><b>Acknowledgements</b></p> <div style="text-align: center; margin-bottom: 10px;">  </div> <p>Fifties in Europe Kaleidoscope, PAGODE - Europeana China, Europeana XX: Century of Change are projects co-financed by Connecting Europe Facility Programme.</p>	