PR1A7:Synthesis of publication "Practices in the revival of European cultural heritage organisations through university-driven open innovation"

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Version Status	**Final**
Submission Date	**19/08/2022**
Dissemination Level	**PU**

Deliverable Factsheet

Project Number:	**2021-1-NO01-KA220-HED-000031986**
Project Acronym:	**eCHOIng**
Project Title:	**Recovery of cultural heritage through higher education-driven open innovation**
Title of Document:	**PR1A7: Synthesis of Open Access Publication showcasing practices in the revival of European cultural organisations through open innovation**
Output:	**O1**
Due date according to contact:	**17/08/2022**
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Reviewed:	**16/08/2022**
Approved by:	**All Partners**
Abstract:	This document is a synthesis of the publication showcasing HE engagement practices in the revival of European cultural organisations through open innovation. Its aim is to present in a short yet inclusive way the process and the final outcome of project result 1 of the eCHOing project.
Keyword list:	**Higher Education Institutes, Cultural Heritage Organizations, Open Innovation**
Please cite as:	Mavroudi, A., Kanellou C., Sarri E. 2022. PR1A7: Synthesis of Open Access Publication showcasing practices in the revival of European cultural organisations through open innovation
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Consortium

The consortium governing the project is adequately representing a wide range of expertise, as 4 Higher Education Institutions and 1 university library (NTNU, Scuola Superiore Sant'Anna, Sofia University ST Kliment Ohridski, University of Tartu) join hands with a digital education company (Web2Learn) and an NGO of 16 cultural associations: OSYGY. This mix of knowledge, skills, experiences and networks guarantees a layered approach toward a diverse range of stakeholders.

	Name	Short Name	Country
1	**Norwegian University of Sciences and Technology**	NTNU	Norway
2	**Sant'Anna, School of Advanced Studies, Pisa**	SA	Italy
3	**Web2Learn**	W2L	Greece
4	**Sofia University St Kliment Ohridski**	SU	Bulgaria
5	**University of Tartu**	UT	Estonia
6	**Federation of Women Association "Kores of Cyclades"**	OSYGY	Greece

Revision History

Version	Date	Revised by	Reason
V0.1	August 3	Alexandra Angeletaki, Anna Mavroudi	Edits, improvements
V0.2	August 14	Foteini Gaitanarou, Katerina Zourou	Revisions on form
V0.3	August 15	Alexandra Angeletaki, Anna Mavroudi	Review of v0.2
V0.4	August 16	Ania Skowron, Katerina Zourou	Visualisations and graphs
V0.5	August 18	Alexandra Angeletaki, Anna Mavroudi	Final review

Statement of originality:

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

Disclaimer:

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This project has been funded with support from the European Commission. This deliverable reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

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List of Abbreviations

The following table presents the acronyms used in the deliverable in alphabetical order.

Abbreviations	Description
HEIs	**Higher Education Institutes**
CHOs	**Cultural Heritage Organisations**
OI	**Open Innovation**

Executive Summary

This document provides an overview of the publication showcasing HE engagement practices in the revival of European cultural organisations through open innovation. The latter is the final outcome of project result 1 of the eCHOing project https://echoing.eu/results/. Its aim is to present in a short yet inclusive way the process of the selection of 10 best practices in the field of Cultural Heritage revival through university-driven open innovation. The 10 best practices are also presented along with Opportunities and Obstacles for synergies in the field.

The "Recovery of cultural heritage through higher education driven open innovation-eCHOing" project aspires to contribute in the recovery of the higher education sector as a pillar of diversity, social inclusion, democracy and social responsibility in modern societies, which have been affected by the covid-19 pandemic. The overall aim of this project is to help HEIs re-consider their academia-society relationship in the post-pandemic era and become more agile in order to tackle the crisis of important sectors of socio-economic activity severely hit by the pandemic, such as the cultural sector and more specifically the small and medium-sized Cultural Heritage Organisations (CHOs). By the completion of this project, HEIs will understand the importance of providing innovative forms of digitally enhanced knowledge to CHOs through OIP collaborations.

1. Introduction

1.1. Introduction and Scope of Study

We can all agree that COVID-19 had drastic negative effects on education and culture. This is the reason why something innovative had to be done in order to change this situation. eChoing is an Erasmus+ project organised to connect Higher Education Institutes (HEIs) and Cultural Heritage Organisations (CHOs) through open innovation methods between staff and students. The belief is that through successful synergies between CHOs and HEIs, the CH sector can be revived. This will evidently promote diversity and social inclusion in our post pandemic society, while allowing medium and/or smaller CHOs to flourish. Besides, it will improve the relationship between academia and society. The project started in January 2022 and will end in June 2024, with its 6 partners being: NTNU (Norway), Santa Anna University (Italy), Web2Learn (Greece), Sofia University (Bulgaria), University of TARTU (Estonia), and OSYGY (Greece).

The present document is a synthesis of the first outcome of the eCHOing project (Project Result-PR1), the open access publication showcasing practices in the revival of European cultural organisations through HEI-driven open innovation[1].

1.2. What is Open Innovation?

The concept of OI is often confused with being solely related to the usage of the latest technology. However, this is not a necessity. OI is about combining own knowledge and external inputs (from different types of communities, users or institutions) to create something new, e.g. introduce a new service or enlarge a collection. Through OI, eCHOing provides CHOs and HEIs with a space and an opportunity for collaboration, where new ideas on CH and education arise. These collaborations can only be successful if OI is in play, and if a safe space is created where all thoughts and suggestions are being equally weighted into the final result.
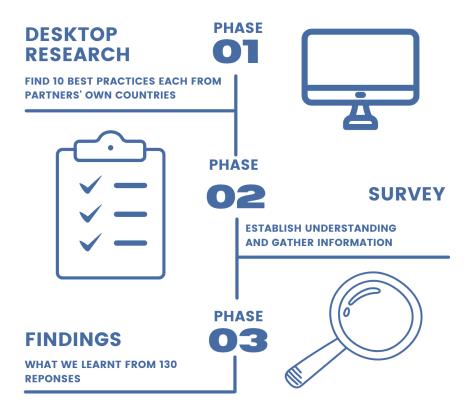
1.3. Methodology

In order to understand the methodology in a simple way, it is advisable to divide it into three different practices: Phase 1 → Desktop Research, Phase 2 → Survey, and Phase 3 → Findings.

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[1] The documents produced (Synthesis, Infographics, etc) are available in EL, NR, ES, IT at the project website: https://echoing.eu/results/

**DESKTOP
RESEARCH**

**PHASE
01**

**FIND 10 BEST PRACTICES EACH FROM
PARTNERS' OWN COUNTRIES**

**PHASE
02**

SURVEY

**ESTABLISH UNDERSTANDING
AND GATHER INFORMATION**

**PHASE
03**

FINDINGS

**WHAT WE LEARNT FROM 130
REPONSES**

1.4. Phase 1: Desktop Research

The first step was implemented by asking the partners to find 10 best practices each from their own countries, and report back to the eCHOing team. A broad collection of practices was gathered into a shared document for further reviewing. In that way, the eCHOing team could narrow it down to the ones that served both HEIs and CHOs the most, so that they can be used as a starting point and a guide for the following steps.
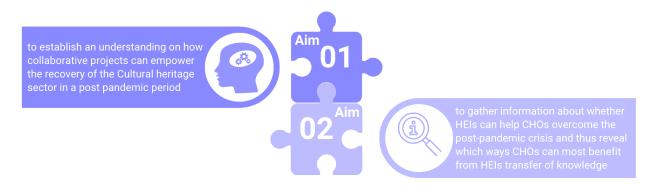
However, more documents were created throughout the process of elimination, to validate in a better way the relevance of the results. Those documents are:

❖ a Qualitative Criteria List (with possible operational, social, and economic impacts),
❖ a Glossary with the key concepts and terms used throughout the project, and
❖ an OI Mapping and Matching Guide was produced so as to clarify OI content and potential as well as to facilitate next steps of the project.

1.5. Phase 2: Survey

Main aims

to establish an understanding on how collaborative projects can empower the recovery of the Cultural heritage sector in a post pandemic period

Aim 01

Aim 02

to gather information about whether HEIs can help CHOs overcome the post-pandemic crisis and thus reveal which ways CHOs can most benefit from HEIs transfer of knowledge

130 responses from 5 different countries (Norway, Italy, Bulgaria, Estonia, Greece)

target audience: academic staff/students and CHO staff/volunteers, associated partners of eCHOIng

1.6. Phase 3: Findings

- **The respondents hold dear the idea of cultural heritage** as a safeguard of the past and desire to experiment with innovative forms, despite their different backgrounds.

- **Most respondents are familiar with various types of OI**, but their application in institutional practice still remains an unexplored field.

- **New inequalities emerged regarding access to the internet** (lack of skills and limited or obsolete infrastructure) further expanding the digital divide among different socio-economic strata, due to the disruption of interaction with cultural activities

- **Motivation for embracing OI relies** heavily firstly **on financial support and investment on human resources**, and secondly on **understanding** its **relevance** to cultural heritage practitioners/participants, its usefulness, and its potential impact.

- **Respondents in all project countries support HEIs-CHOs synergies**. Collaborations attract unanimous popularity and there is indeed an untapped potential, as written in the project proposal

1.7. The untapped potential

eCHOing proposes a <u>solution</u> to unravel the potential of such collaborations between HEIs and CHOs → **HE teaching and learning practices and academic curricula embracing new forms of open and citizen-driven innovation**.

2. Future analysis

A few important things that will be taken in further consideration are listed below:

A.   **The diverse backgrounds of CHOs** *(Size of the institute, Funding opportunities and available financial resources, Number of volunteers etc)*, in order to determine the Methodology of HEIs-CHOs collaboration and the Action Plans for the OIPs

A.   **Country-specific and region-specific data**. By focusing on these the adaptation of relevant methodologies and strategies for HEIs and CHOs cooperation for OI projects will be enabled

B.   **Identification of the factors holding back CHOs as well as the definition of ways CHOs can use and leverage OI more effectively with local businesses and small government departments/NGOs.** For example, specifying new funding avenues and industry partners for smaller CHOs can untap their potential.

The table below synthesizes on the one hand, the solutions and opportunities, and on the other hand, the challenges and barriers identified.

SOLUTIONS & OPPORTUNITIES
Prior Experience of collaboration between HEIs and CHOs→ excellent launchpad for HEI Open Innovation-driven synergies.
Highlighting best practices and inspiring, real- life examples → explaining the importance of OI
Invest in lifelong learning
Cross-European exchange of best practices and experience
Develop dissemination events targeting specialized audiences as well as the general public

CHALLENGES & BARRIERS
Funding
Access to resources
Difficulty to comprehend the usefulness and impact of open innovation
Incomprehensible language-Novelty of concepts
Conflicts & fear of the unknown *(Attitudes on the verge of technophobia or techno-distrust are still present among some grassroots organizations)*

Table 1: Solutions, opportunities, challenges and barriers identified

3. Selection of 10 best practices

Ten initiatives of university collaboration with cultural organisations in open innovation projects results from our analysis. They are showcased hereafter.

C: Category		Best Practices
C1. Hacktivism (possible collaboration between universities and cultural organisations)	1	Hack yourself into Danish culture, 2014
	2	"Guide your guide", 2020
C2. Maker culture **(Digital and/or physical)**	3	

(possible for collaboration between universities, NGOs and cultural organisations)		**TYPA Printing and Paper Museum**, 20!0-ongoing
C3. Innovation Labs (digital and/or physical) For small CHOs, NGOs in collaboration with students from HEIS	4	DISTILL project, 2021
C4. Crowdsourcing	5	Art Pluriverse II – Biennale of Western Balkans, 2020
C5. Citizen science (Digital and/or physical) (possible collaboration between libraries, cultural organisations, universities and citizens)	6	Who is a Citizen Scientist? – Parthenos training, 2016
C6. Citizen-driven innovation **(Digital and/or physical)**	7	Examples of Digital Action inside and beyond universities during the pandemic, Heidi Project,2021-ongoing
	8	Knitters' Replica Club, ongoing
	9	HERitage Management E Society , 2015-ongoing
	10	Memory in the present-The covid-19 File, 2021

Table 2: Synthesis of ten best practices