IPER

ICT to promote Cultural Heritage

DELIVERABLE DESCRIPTION

REPORT

MEETING 1 - HOLLOKO

Questionnaire Meeting 1 HOLLOKO - IPER

2018-1-ES01-KA202-050246

A self-administer questionnaire[1] has been used by project partners as a general tool to reflect on some general aspects of the Meeting 1 held in Holloko (Hungary) on 16th and 17th of September 2019.

The abovementioned questionnaire aimed to collect project partners' views on the key evaluation domain referring to the Meeting 1 held in Holloko:

- CONTENT AND OBJECTIVES

- LOGISTICS

- OVERALL ASSESSMENT

- SUGGESTIONS

Taking into account the following addressed dimensions [Overall rating: 1 (Low) - 2 (Moderate) - 3 (Sufficient) - 4 (Quite well) - 5 (Excellent)], 4-5 score answers for each evaluated item will be considered satisfactory, being the optimum above 75%.

The key outcomes of this evaluation are the following:
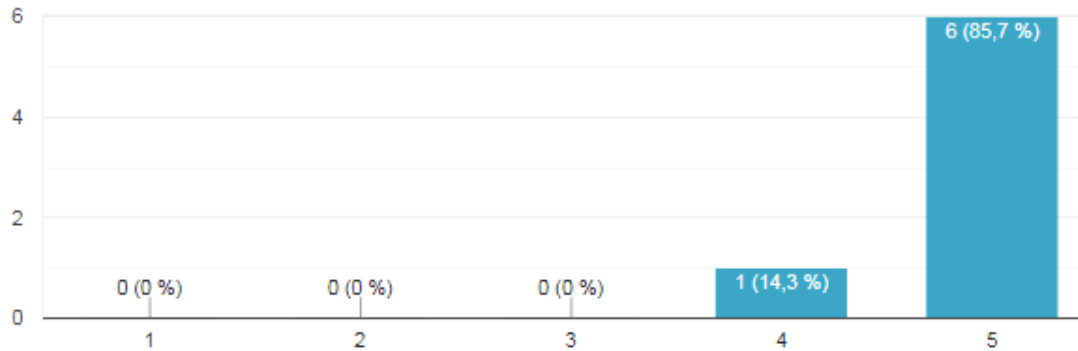
1. CONTENT AND OBJECTIVES

1.1 Interest of the subject
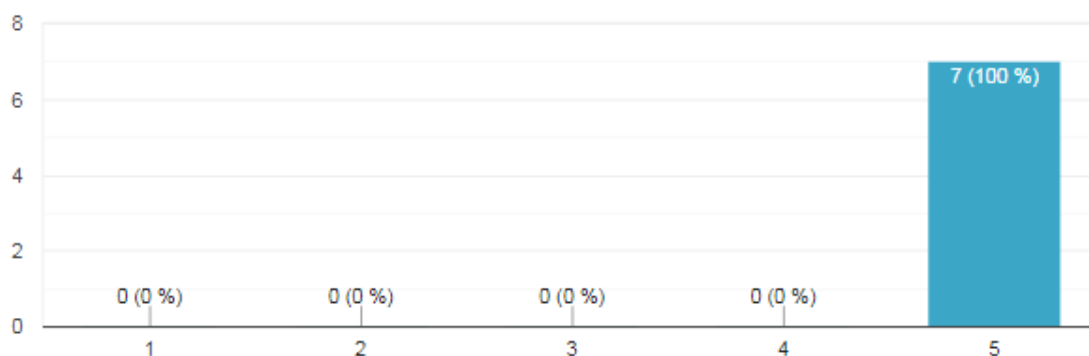
A positive evaluation (all of the partner gave the maximum score of 5) is given to the interest of the subject.

---

[1]

Co-funded by the
Erasmus+ Programme
of the European Union

1.2 Aligning content to the project theme

A positive evaluation (between 4 and 5) is given also to the quality of the aligning content to the project

theme.

1.3 Fullfillment of program objectives
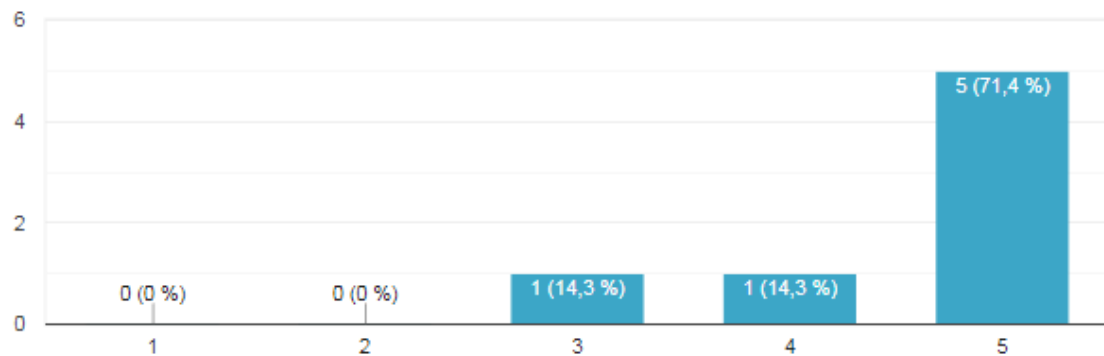
The fullfillment of program objectives is evaluated positively: approximately 70% of the participants assigned the maximum score (5), 15% gave 4 points and another 15% gave a score of 3 points.

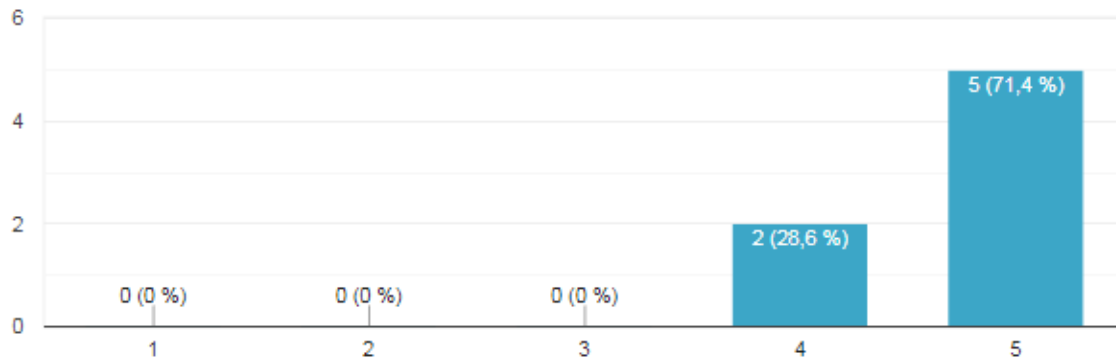![IPER logo - ICT to Promote Cultural Heritage]

Co-funded by the
Erasmus+ Programme
of the European Union

1.4 Meeting duration

The participants gave a high score to the meeting duration too: approximately 70% chose 5 while the other 30% chose 4.

1.5 Time Management
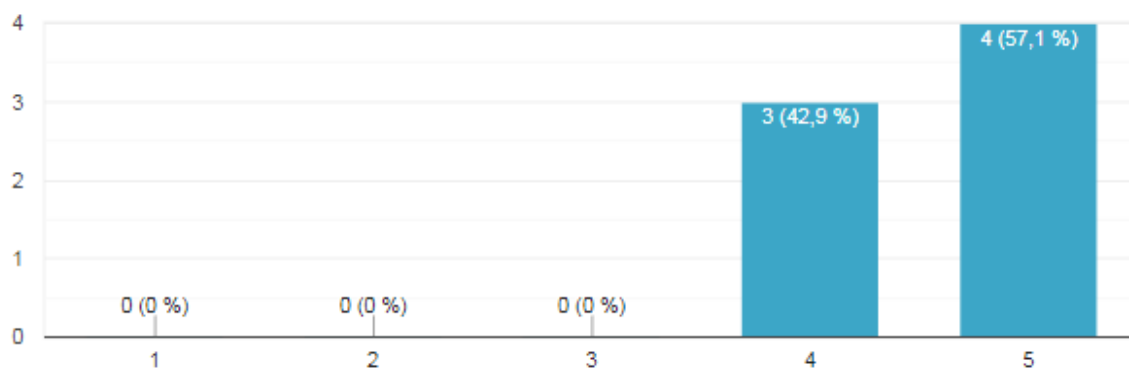
A positive evaluation (between 4 and 5) is given also to the time management.

2. LOGISTICS

2.1 Accomodation
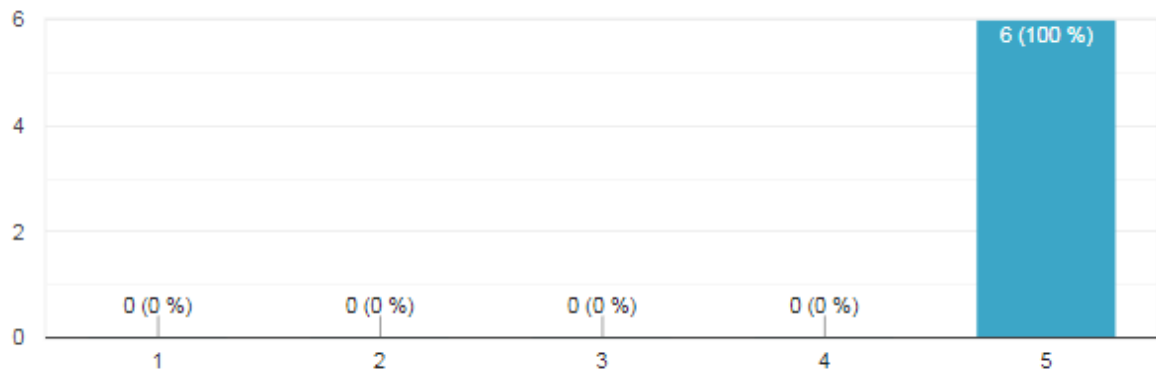
A positive evaluation (all participants gave 5 score) is given to the quality of accommodation.

2.2 Meeting place
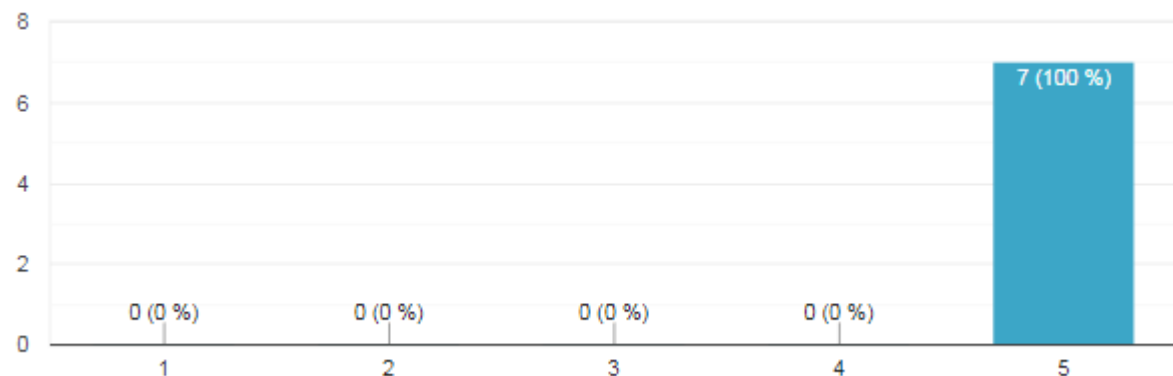
A positive evaluation (all participants gave 5 score) is given also to the quality of the meeting places.

Co-funded by the
Erasmus+ Programme
of the European Union

2.3 Support equipment
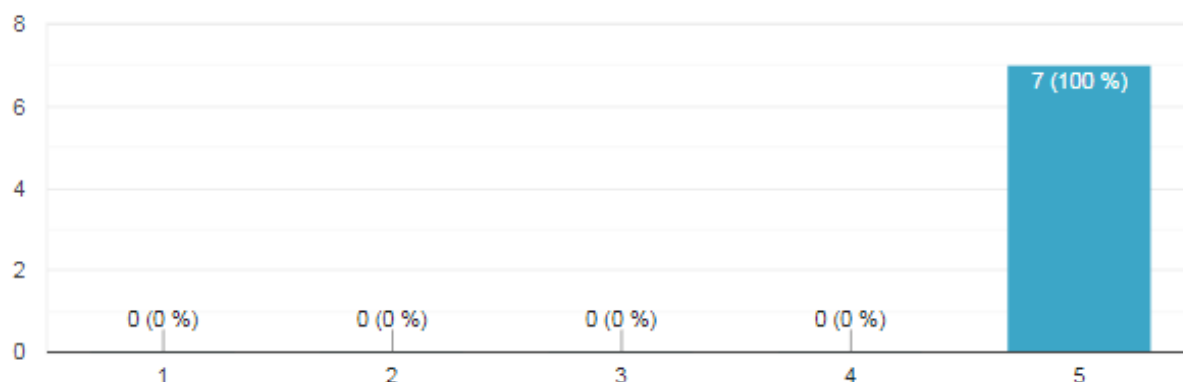
A positive evaluation (all participants gave 5 score) is given also to the quality of the support equipment.

2.4 Transports
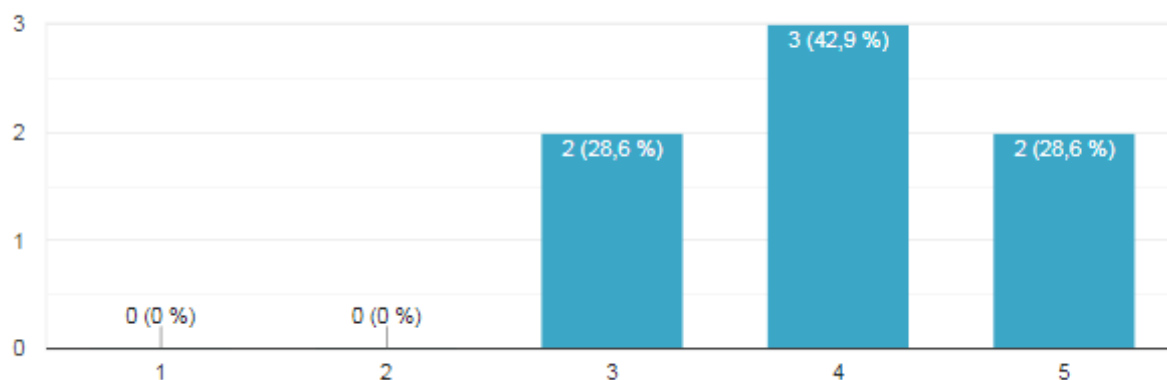
The evaluation of the transport services is positive (score varies between 3, 4 and 5).
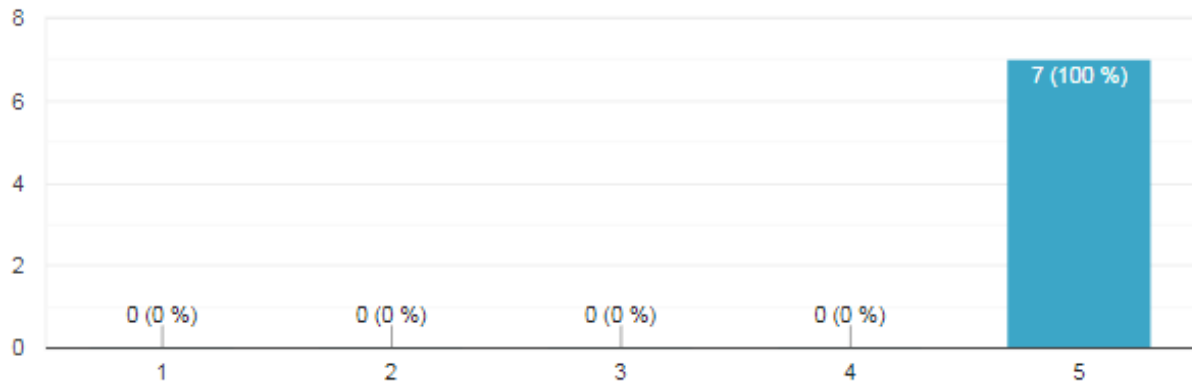
All the participants gave the maximum score of 5 to the overall assessment .

4. Suggestions for next meeting

Try to do as good as in Holloko, it really was a perfect meeting!

Perfectly orgagnized meeting. Congratulations!

Dobbiamo lavorare per chiarire l'oggetto del progetto

More time for workshop/cooperation helping each other

We should keep the same format as this one for all the next meetings

Statisfaction Rate Meeting 1 - Holloko

Option	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Total
Answer score	1	2	3	4	5	
Number of answers	0	0	3	10	56	69
Value (Score x Answers)	0	0	9	40	280	329

Each answer choice, or column heading, within the satisfaction question is assigned a value starting from 1 to 5. We add together the total number of responses for the question. This total is then multiplied by the maximum value for the question's answer choices or column headings. The total of this equation gives us the Maximum Possible Value. This is the value we would have if all our respondents had chosen the highest level of satisfaction. To do this, the total number of times that each answer choice was selected is multiplied by the value assigned to that answer choice. The resulting total for each answer choice or column heading is then added together. This will give us the Actual Total Value.

By dividing the Actual Total Value with the Maximum Possible Value and then multiplying by 100 we get a percentage Value.

Statisfaction Rate: (329 / 345) x 100 = 95.36 %

Co-funded by the
Erasmus+ Programme
of the European Union

Meeting - IPER

Holloko, 16-17 September 2019

Meeting Agenda

Sunday 15 September

19:00	Gathering at Heroes' square (Budapest, Dózsa György street 37, 1146)
20:00	Dinner at Édenkert Restaurant in Zagyvaszántó, travelling with transfer
22:00	Occupying the accommodation

Monday 16 September

*Partnership meeting at **Conference room in Hollókő** (Kossuth st. 86/a next to the Village museum)*

9:00	Welcome to participants
9:15 - 9:30	**Klaudia Tvergyák:** The EU Cultural Heritage: Presentation of the Hungarian National Museum
9.30 - 10:30	**Each Partner:** Round Table – each partner will present the state of art at national level
10:30 - 10:45	Coffee break
10:45 - 11:45	**CW**: Presentation of the results of the questionnaires **CW:** Presentation of the Summary Report
11:45 - 13:00	**CCIS:** intermediate report SWOT analysis of the project
13:00 - 13:15	Questions and answers
13:15 - 14:15	Lunch in the Hollokoves Bistro and Coffeehouse (Kossuth str. 93-95.)
14:15 - 16:30	Visit Holloko (Village Walking- guided tour)
16:30 - 17:00	Evaluation of the first day
17:00 - 19:00	Free time
19.00	Social Dinner in the Hollokoves Bistro and Coffehouse

Thursday 17 September

9:15	Starting Meeting
9:30 -10:30	**BTS:** Presentation of the possibilities for e-learning platform, OER repositories
10:30 - 11:30	**PREDIF:** Presentation of the results merged by the collection of best practice
11:30 - 11:45	Coffee break
11:45 - 13:00	**CCIS:** New tasks and outputs **CW/UDS:** Next Meeting Questions and answers
13:00 - 14:00	Mayor's Lunch in honor of the participations (Mívesház Petőfi str. 4.)
14:00 - 15:00	Moderator **- CCIP:** Dissemination and exploitation : Brainstorming – measures to improve them; stakeholders involved
15:00 - 16:00	**CCIS:** Recruitment of the participants to the test Test: Distribution of the tasks, analysis per country
16:00 - 16:30	Final evaluation of the meeting
16:45- 17:30	Program in the Castle: Showing and trying of mediaeval weapon and dress
17:30	Free time
19.00	Buffet dinner in Mikszáth Restaurant (Castellum Hotel Sport str. 14.)

Wednesday 18th September

11:00 Departure - Meeting point at the entrance of the Old Village (Kossuth str. 50.)

Useful info

- How to reach the Hereos'Square:

➢ Budapest, Dózsa György street 37, 1146
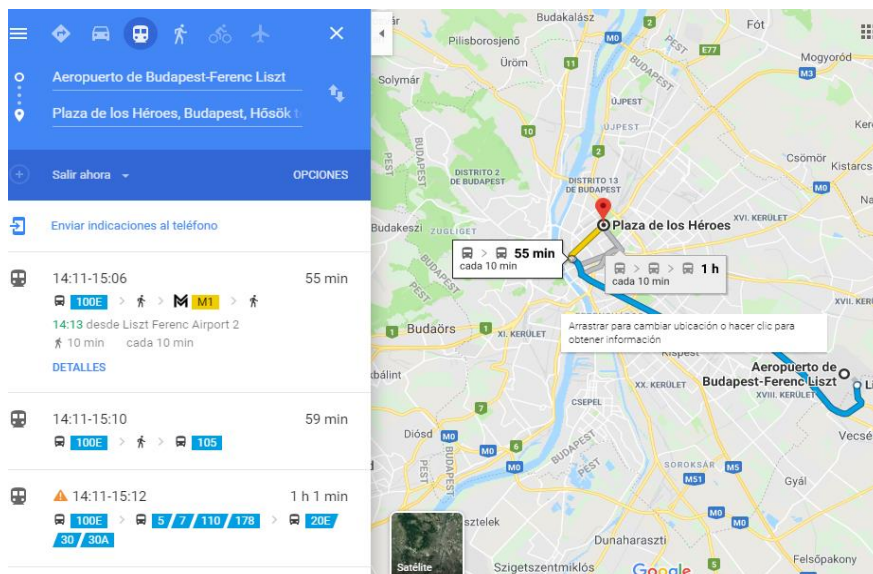
- How to reach the Hotel Hollokoves Guesthouses:

➢ Hollókő, Kossuth u. 50, 3176 Hungary
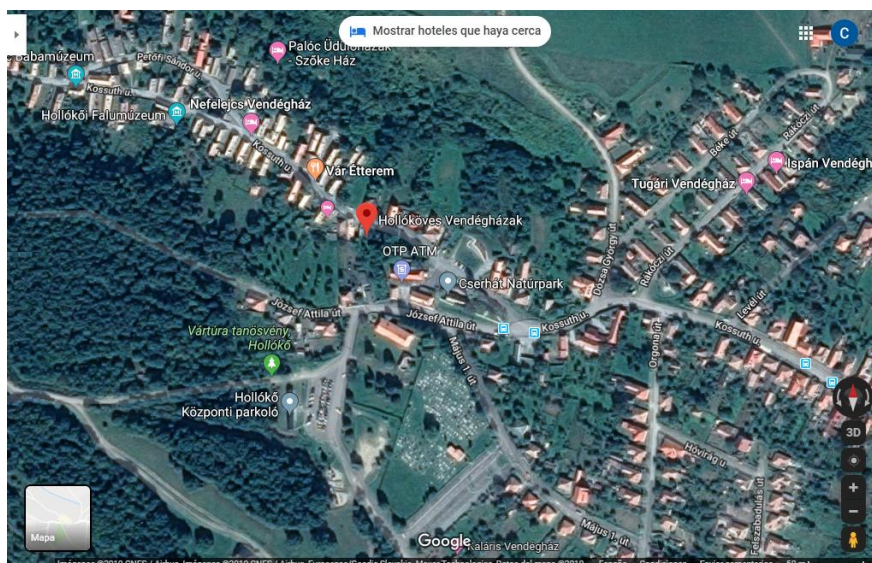
Co-funded by the
Erasmus+ Programme
of the European Union

Websites:

- **Édenkert Restaurant:** http://www.edenkertcsarda.hu/en/etlap/etelek/
- **Hollokoves Bistro and Coffehouse:** https://www.facebook.com/hollokovesbisztro/
- **Mikszáth Restaurant:** https://hotelholloko.hu/hotel/gasztronomia/mikszath-etterem

Telephone numbers:

- Kelecsényi Péter: +36 20 316 0126
- Bobály Anna : +36 20 985 3333

IPER – Meeting 1

2018-1-ES01-KA202-050246

Minute Meeting Agenda

Holloko, 16-17 September 2019

Participants

Fadia Khraisat	Camara de comercio e industria italiana para España
Ignacio Osorio de Rebellón Villar	PREDIF
Marcello Menichetti	Camara di commercio italiana per il Portogallo
Filippo Pinelli	Università dei sapori Soc. Cons. A R.L.
Lisa Reyes	The Cholocate Way
Péter Kelecsényi	Holloko Kozseg Onkormanyzata
Anna Bobály	Holloko Kozseg Onkormanyzata
Csaba Szabó	Holloko Kozseg Onkormanyzata
Hugo Domingos	BTS-Blended Training Services Lda
Klaudia Klara Tvergyák	Hungarian National Museum
Júlia Nagy	Bükk National Park

*Partnership meeting at **Conference room in Hollókő** (Kossuth st. 86/a next to the Village museum)*

9:00	Welcome to participants: Fadia Khraisat, CCIS, introduced the transnational meeting and stakeholders hosted. Peter Kelecsényi welcomed participants.
9:15-10:30 10:45-13:15	**Klaudia Tvergyák:** The EU Cultural Heritage: Presentation of the Hungarian National Museum, www.mnm.hu, She was invited by CCIS because of they met during a training organized by Erasmus+ youth Spanish National Agency, Oviedo, 2017. She presented the Museum and the initiatives that it carries on in accessibility and promotion of cultural heritage, according to ICT principles. The very interesting conclusion she presented are in terms of identified lacks that support the conclusions reached by **Iper Summary**. A part from the infrastructure problems connected with the fact that the Museum is in the city center and there are pollution, vibrations, heatwaves, She said that the growing numbers of visitors day and night means also an increasing volume of activities, but there is a lack of: - space; - highly trained staff; - participation of young people age 14-26. **Solutions for some of the identified needs:** - participating in projects at all levels about protecting and preserving cultural heritage; - more money to build new premises, storage buildings; - redesigning permanent exhibitions with the latest technologies, in the upcoming years; - gamification for temporary exhibitions to attract young people Júlia Nagy, head of communication and ecotourism department at https://www.osmaradvanyok.hu/ **Bükk National Park** is a national park in the Bükk Mountains of Northern Hungary, near Miskolc. **Ipolytarnóci Osmaradványok** presented the **experience** they are carrying on in terms of ICT exploitation and accessibility. They have to better exploit the accessibility tools and measures also in terms of website. https://www.osmaradvanyok.hu/ All participants are agree about that the identified lacks can be translated in terms of opportunities.

	Each Partner: Round Table – each partner presented the state of art at national level
	For presentation in deep see the attached PPT.
	CCIS first presented the Spanish case studies, starting from **MAN**, Fadia Khraisat showed as CCIS fill the template available to collect info about case studies.
	She remarked as the case studies must be analyzed taking into account the SWOT analysis in order to highlight also the opportunities according to the main items of the project: accessibility, ICT, promotion of cultural heritage.
	BTS case studies:
	Aldeias Históricas de Portugal, Mobile App
	Interest for Iper:
	- Mobile App that supports guided visits to historical villages of Portugal, promoting their cultural heritage
	- Simple interface that could be easily replicated as best practices
	- collaboration of a travelling publisher, creating synergies between countries, business and local markets
	Torre de Belém 500- Video Mapping
	Interest for Iper project:
	- Use of ICT in video production and projection, allows visitors to immersive experience of history within cultural space;
	- Great Practice of bringing tourism to historical locations integrated multimedia and ICT;
9.30 - 10:30	- The project produced by OCUBO, https://www.ocubo.com/, since then, the Company has developed multiple projects worldwide, revealing an increase of demand for this type of technology to support event related to cultural heritage.
	M5SAR. Mobile five senses augmented reality system for Museums, AR App;
	Interest for Iper project:
	- Project in development focused on cultural, historical and museum events, using new technologies to amplify the visitors experience;
	- Still in development but it can become a trend in a near future with the increased interest in AR technology. Tested at Faro Municipal Museum.
	Portugal Art and Heritage Google Arts & Culture
	Partnership among Google Arts & Culture and the Ministry of Culture, through the General Directorate of Cultural Heritage
	Interest for Iper project:
	- Preservation of Portuguese art's cultural heritage in collaboration with Google, creating an accessible platform with high exposure to the world;
	- Explore new possibilities that Google offers to share cultural heritage, this project was launched in January 2019;
	- Governmental initiative that can be replicated to other countries/regions.
	CCIP: presented a press article regarding the Prize given to Portugal by WTO as first accessible tourism destiny in the world.
	HOLLOKO: presented identified case studies to be analysed according to the guidelines highlighted. Attached presentations.

Co-funded by the
Erasmus+ Programme
of the European Union

CW&UDS: presented the case of Saint Francis' grave, which finally is being accessible as proposal to be analysed.

Partners have been spoken deeply about the info that must be gathered to prepare the case studies and they think that since the results that they have obtained until now, they need to know the expectation about the training in terms of contents and material.

Deadline for interviews: October the 4TH 4 interviews per country.

To do that, the best option is to interview the main promoters of the case studies and also to contact again people involved in the first questionnaires direct to public bodies and operators.

Lacks:

Tourism value chain must be considered in order to integrate the different initiatives, due to the fact that everything is spot and in that way to guarantee value for money and opportunities for MSMEs.

Best solution to create during the project lifetime a private-public partnership and an action Plan in order to create a solid collaboration among different stakeholders interested in exploiting the results of the projects.

How to reach public and private sector.

Clarification of the direct target group of the project: presentation of the ESCO profiles in order to define to whom direct the training. https://ec.europa.eu/esco/portal/occupation?resetLanguage=true&newLanguage=en

13:15 - 14:15	Lunch in the Hollokoves Bistro and Coffeehouse (Kossuth str. 93-95.)
14:15 - 16:30	Visit Holloko (Village Walking- guided tour)
16:30 - 17:00	Evaluation of the first day done through brainstorming in order to analyze the items that must be taking into account in the next day.
19.00	Social Dinner in the Hollokoves Bistro and Coffehouse: traditional music and dancing.

Co-funded by the
Erasmus+ Programme
of the European Union

Thursday 17 September

9:15	Starting Meeting
9:30 -10:30	**CW:** Presented the results obtained by the questionnaires and showed as there is a lack in terms of trainings that combine accessibility, ICT and promotion of cultural heritage. It's very urgent to understand which skills, knowledge and competences the actors in the fields of the project need in order to be competitive. **BTS:** Presentation of the possibilities for e-learning platform, OER repositories, attached presentations. BTS showed the proposal to carry on the training. Partners worked together in order to define the possible minimum contents that training must take into account and the methodology to be adopted. Partners at the beginning have not clear how to involve at the same time public and private sector due to their differences, the needs could be different. Partners are thinking about involving at first public bodies and then, as multiplier effect also private linked to the fields of the project. The main idea is to define the challenges and need of people with disabilities and doing a mismatch with the current situation in order to identify the most appropriate tools to adopt/use to improve the promotion of cultural heritage through use of ICT according to accessibility. Consortium thinks that is fundamental to provide a range of solutions with useful contents.
11:45 - 13:00	**CCIS:** New tasks and outputs presented in order to clarify the reporting period for Intermediate Report that must cover the activities since the beginning of the project until 30 of September. CCIS explained the Gantt according to the fusion of the O3-O4, the working days and staff appointed. **CW/UDS:** Next Meeting: fixed 5-6 March 2020, Perugia, Italy.
13:00 - 14:00	Mayor's Lunch in honor of the participations (Mívesház Petőfi str. 4.)
14:00 - 15:00	Moderator **- CCIP:** Dissemination and exploitation: Brainstorming – measures to improve them; stakeholders involved. Each partner showed the actions done and foreseen in terms of dissemination and exploitation, presenting stakeholders contacted, actions done and foreseen for dissemination at local, regional, national and EU level. CCIS asks for more involvement of stakeholders and to include the dissemination of the project in the daily activities of the organization, as sectorial fairs and regular events.
16:45- 17:30	Program in the Castle: Showing and trying of mediaeval weapon and dress
19.00	Buffet dinner in Mikszáth Restaurant (Castellum Hotel Sport str. 14.)

Wednesday 18ᵗʰ September

11:00 Departure - Meeting point at the entrance of the Old Village (Kossuth str. 50.)

Course structure decided among partners:

Main Modules:

1. ICT to promote Cultural Heritage (What they are & best practices)
a. Topics:
    What is culture heritage and to promote
    ICT and trends in tourism
    Best practices

2. Making Culture Heritage Accessible (Respect Legal guidelines & ICT tools for accessibility)
a. Topics (define topics/lessons):

3. Fundraising for Culture Heritage (new Technologies and Accessibility) - for Public & Private public
a. Topics (define topics/lessons):

Module 1 - ICT to Promote Cultural Heritage

Goal: Showcase all new trends & best practices
Note: Start the course with innovations and shiny content (first module has to grab the attention)

Content Structure:
Introduction of benefits of ICT to promote cultural heritage
Present several examples (divide by categories, examples: app, platforms, video mapping, new trends)
Reinforce the importance and how to implement with CASE-STUDIES (Madrid Museum)
Authors: Marcello & Hugo

Content we can use:
Best practices in Portugal - Hugo PPT
Summary Report info
Research done by the team (links, videos, docs, etc)
Please share links or send by email

Module 2 - Making Culture Heritage Accessible

Goal: Reinforce the implementation for accessibility strategies (Legal framework & Best Practices)
Note: Use emotional reasoning (and not just the legal imposition) about accessibility

Content Structure:
Importance of accessibility and impact to people
Legal framework and how to apply
Share best practices and present CASE-STUDIES (which ones?)

Authors: Nacho & Lisa

Content we can use:
- CoE Open course "Rights of Persons with Disabilities"
- http://www.predif.org/

Module 3 - Fundraising for Culture Heritage (new Technologies and Accessibility)
- Create Networks for Successful Initiatives

Goal: Guide course users for fun raising specific to ICT & Accessibility implementation campaign and create synergies between partners.

Authors: Fadia & Filippo & Anna (Holloko CASE-STUDY)

Resources Ideas M3:

"Fostering cooperation in the European Union on skills, training and knowledge transfer in cultural heritage professions."

https://publications.europa.eu/fr/publication-detail/-/publication/e38e8bb3-867b-11e9-9f05-01aa75ed71a1

"Cultural Heritage - Policies, publications and funding details to support preserving Europe's cultural heritage"
https://ec.europa.eu/research/environment/index.cfm?pg=cultural

Storyboard must be done and delivered to BTS at 30 October