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# **IPER**

## **ICT to promote Cultural Heritage**

(IPER - 2018-1-ES01- KA202-050246)

## **Final Transnational Meeting**

### **Conference Call**

**22 – 07 - 2021 / 11.00-13.00 (CET)**

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## Minute Meeting - IPER

**Topics: Final Transnational Meeting**

**Date: 22 – 07 - 2021**

**Scheduled: 11.00 AM (CET)**

**Duration: 2 h**

### Participants:

1	CCIS	Luca Trovato
2	PREDIF	Edurne Francisco
4	CCIP	Marcello Menichetti
5	UDS	Elena Pianigiani
6	CW	Lisa Reyes
7	HO	Anna Bobály
8	BTS	Maria Silva
9	BTS	Hugo Domingos

Also the Final Transnational Meeting of IPER Project, initially planned in Madrid (Spain), has been replaced for a virtual event modality due to the fact that DELTA variant of Covid-19 has spread all over Europe during the summer and the majority of participants still have not received the full cycle of the vaccine.

CCIS opened the virtual meeting at 11.00 am summing up all the projects' overview, results, achievements, risks and mitigation actions.

- IO1: The summary report about the state of the art on promotion of cultural heritage and use of digital tools according to accessible tourism principles
- IO2: Case Studies
- IO3: Complementary OER, hosted in PREDIF virtual campus

<https://campusvirtual.predif.org/>

All partners presented the pilot test results at national level. A total of 27 pilot users from four EU partner's countries (Italy, Spain, Hungary and Portugal) tested the OER and the training modules. They were professionals belonging to: private NGOs and Enterprises, Public Museums and Municipalities, Cultural Association, two World Heritage Site (San Lorenzo de El Escorial in Spain and Sintra's Cultural Landscape in Portugal) and Tourism Consortiums. The degree of the general satisfaction was 93%, confirming the beneficial values for the cultural and tourism sector. BTS, following the general feedback of the pilot



launch, elaborated a report where it is recognizable that the course had a positive impact in our pilot users and was very appreciated by its content and structure. Based on pilot users comments and needs, some improvements were identified to enhance the training course structure.

All partners also presented the results of Multiplier Events at national level:

- Municipality of Holloko (Hungary) held on 25th June 2021 the Multiplier Event where 30 touristic expert (museum coordinator, guesthouse operator, tour guide...) were invited. In the first part of the conference Municipality of Holloko presented to their guests the IPER project, its content and goals. After that Péter Kelecsényi spoke about the e-learning, and the three modules. In the second part of conference day round table discussion was, when the participants personally told their own opinion and their thought about what was said.
- On 21st July 2021, Camera di Commercio Italiana per il Portogallo and Blended Training Services (Portugal) had the chance to spread the results of our project, during a webinar where two "special" pilot users of our online training course explained their opinion on the platform and on how it could improve the promotion of their territories, Teresa Costa from Guimarães municipality and Nicolás Jimenez from San Lorenzo de El Escorial municipality.
- On 14th July 2021, The Chocolate Way in collaboration with Università dei Sapori (Italy) held the IPER Multiplier Event. On this occasion, more than 30 touristic and cultural heritage experts participated. In the first part of the conference the project IPER (contents, goals and results) was introduced to the guests. Particular focuses on the e-learning course. In the second part of conference day there was testimonials from a couple (Stefano Massoli&Laura Santi- Blog La vita possibile) facing disabilities and the accessible tourism and the speech by a food Marketing Expert (Concetta d'Emma-UnconventionalHospitality). After this successful day, many participants congratulated and they provided support in disseminating this project.
- On 15<sup>th</sup> of July 2021, CCIS and Predif (Spain), in collaboration with all the partners, presented the project's results. After that, it was set up the roundtable "The future perspective and the importance of promotion of cultural heritage through ICT according to accessible tourism principles" where invited experts provided their insights:
  - Miguel Carrasco Hernández - PREDIF Accessibility in Tourism TUR4all, la aplicación del Turismo Accesible
  - Concetta D'Emma, Food Marketing Expert and founder of UnconventionalHospitality
  - Angelo Presenza Unimol - Università degli Studi del Molise - University of Molise Associate Professor in Tourism Marketing



- Péter Kelecsényi, General director at Hollókő World Heritage Management

Finally, CCIS, as coordinator of the project, asked to all the partners contributions and short feedback for the last steps of the project and evidences, if needed, that certify:

- Achievements in the dissemination and exploitation;
- Achievements in the contact with stakeholders for the dissemination of the OER and signing cooperation agreements (MoU) with VETs, companies, stakeholders, authorities in cultural and touristic sector;
- The measures to ensure that the target groups (Stakeholders; Clusters, companies, VETs, Students) will be reached after the projects end;
- How project's results will be used after the end of the project;
- Topic of interests which can be used for the preparation of a future project proposal aimed to increase awareness about the importance of the ICT to promote cultural heritage and accessible tourism at European level;

CCIS closed the meeting at 13.00 congratulating to all the partners for their efforts and commitment during the IPER project.



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