Understanding the context of change and the move from analogue to digital
Final conclusions

Antonella Fresa, Promoter Srl, Italy

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Anytime, anywhere

- Citizens across the globe have embraced the **digital world**.
    - Across all boundaries: age, geography and stage of economic development.

- The rise of digital technology is **empowering** citizens, shifting power from institutions to the individual.

- Publics have **access** to a wider range of digital content, they can browse, compare and **share** opinions digitally.

> Moving to a digital model involves a fundamental rethink of memory institutions, user engagement, professional skills, policies and Cultural Heritage strategies.
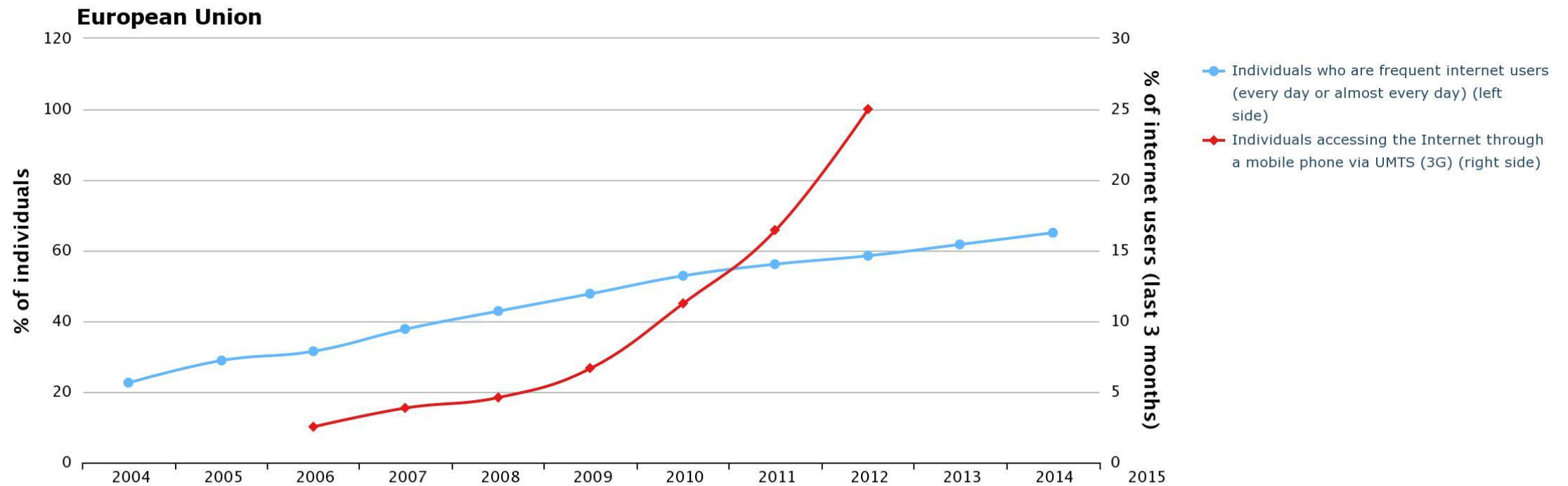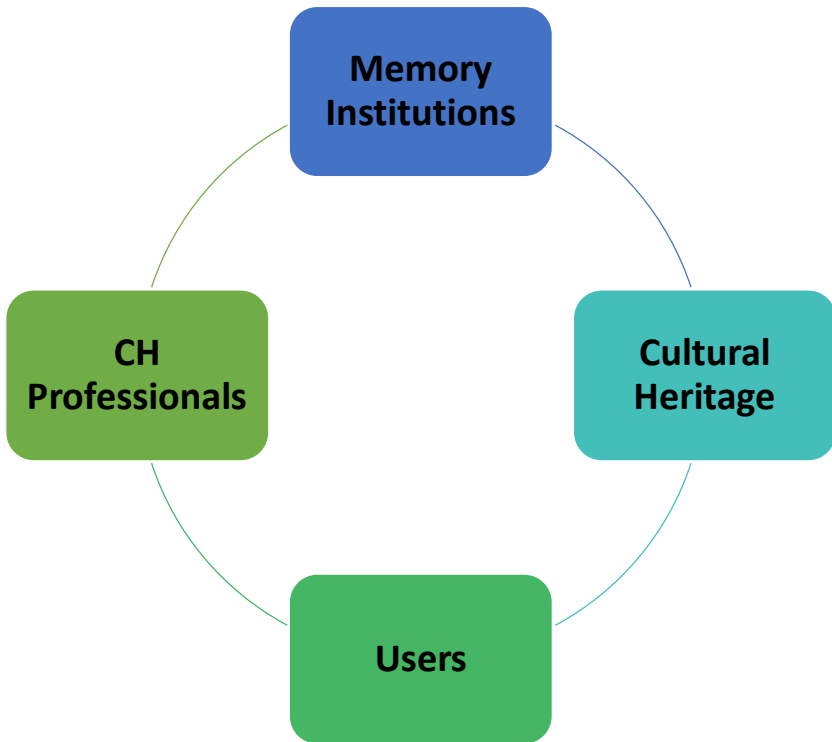
Internet users
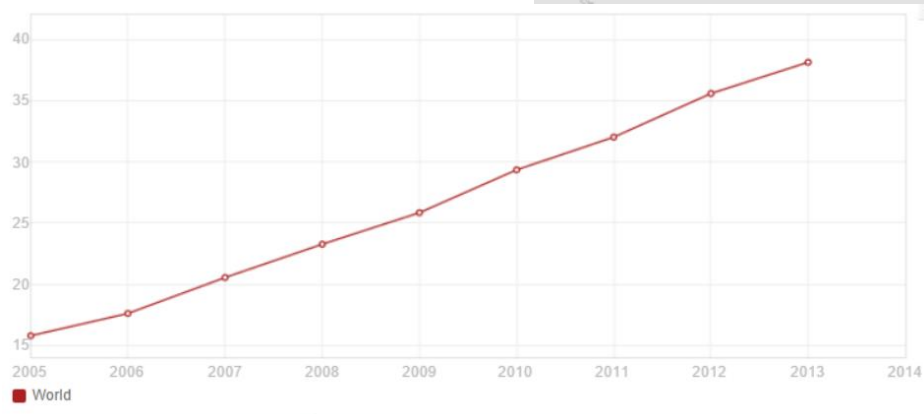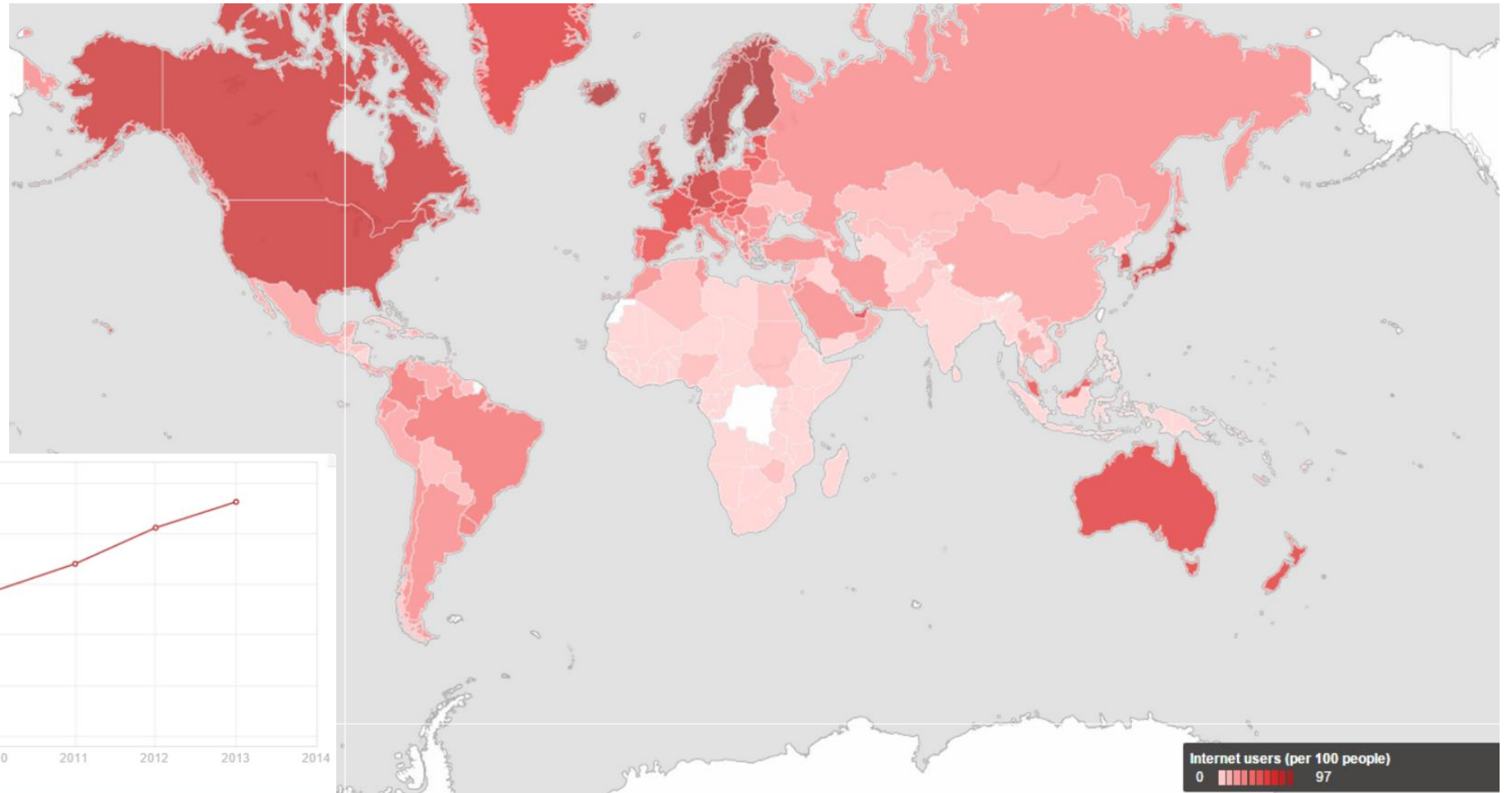
Internet Use in the European Union

Individuals who are frequent internet users (every day or almost every day) and Individuals accessing the Internet through a mobile phone via UMTS (3G)

European Commission, Digital Agenda Scoreboard
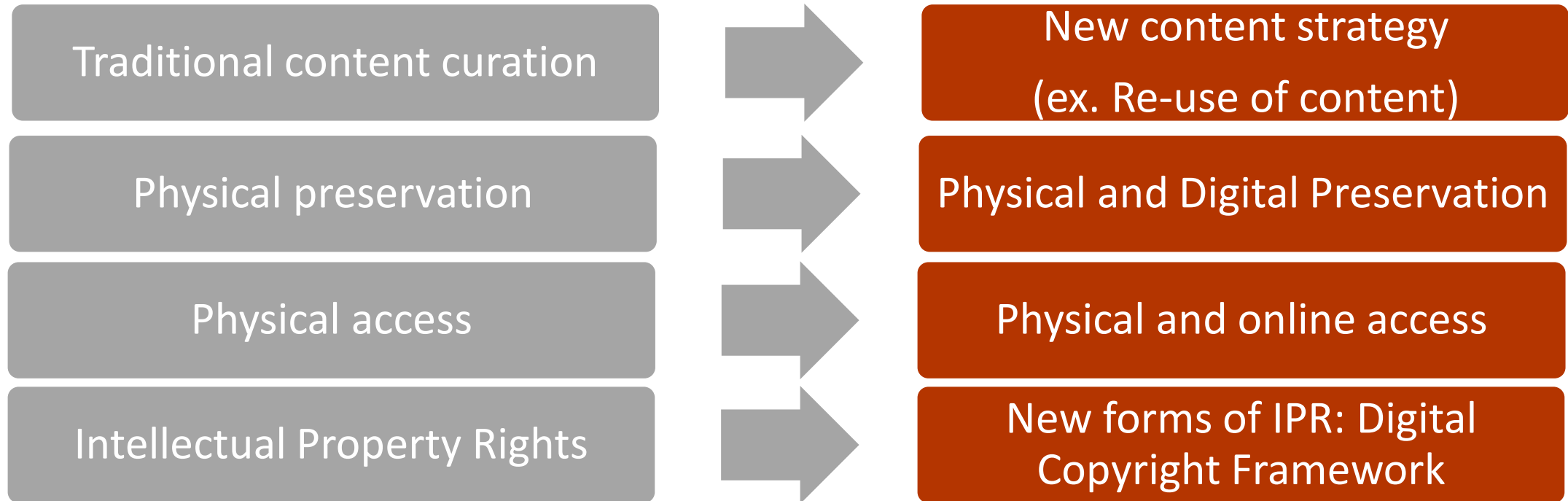
Changing roles in a Changing World

- OTHER ACTORS to be considered:
- STAKEHOLDERS
- Commercial sector (PPP)
    - Big corporations
    - Small businesses
- Social enterprises (not for profit, small scale enterprises)
- Education

FUNDING

- Private subsidy to art (USA), through sponsorships
    - Fiscal incentives
    - Shared social responsibily for the big companies (socially constructive role, because they enojy priviledges)

Local associations

Citizens

ROLES AND RESPONSIBILITIES

Protection of digital copies (safe, authenticity)/ protection of phisical copies

Digital curation

. Dangers for CH

. Potential for enriching knowledge (curation from outside memory institutions

Memory Institutions

Cultural Heritage

CH Professionals

Users

Cultural Heritage

- Digitised CH
- CH born digital

*Digitising Europe's cultural heritage, making it **accessible** online and **preserving** it for future generations is one of the challenges of the Digital Agenda for Europe.*

Traditional content curation	→ New content strategy (ex. Re-use of content)
Physical preservation	→ Physical and Digital Preservation
Physical access	→ Physical and online access
Intellectual Property Rights	→ New forms of IPR: Digital Copyright Framework

Digital Preservation Initiatives

- Good quality standardised formats for preserving data content.

- Pre-Commercial Procurement.

- Memory institutions have the full control of the process of the conformity tests.

Re-use of content initiatives

Europeana Space, Best Practice Network

Spaces of possibility for the creative re-use of digital cultural content

Europeana Space has received funding from the European Union's ICT Policy Support Programme as part of the Competitiveness and Innovation Framework Programme, under GA n° 621037

HOME   PROJECT   PARTNERS   PILOTS & DEMONSTRATORS   ACTIVITIES   OUTCOMES   NETWORK   CONTACTS

Project Overview

this page is available in: _Czech, Lithuanian, Spanish, Estonian, German, Dutch, Italian, Greek, Portuguese_

The aim of the Europeana Space project is to create **new opportunities for employment and economic growth within the creative industries sector** based on Europe's rich digital cultural resources. It will provide an open environment for the development of applications and services based on digital cultural content. The use of this environment will be fostered by a vigorous, wide-ranging and sustainable programme of **promotion, dissemination and replication of the Best Practices** developed within the project. The extensive **resources and networks** of the Europeana Space consortium will be drawn on to ensure the success of the project.
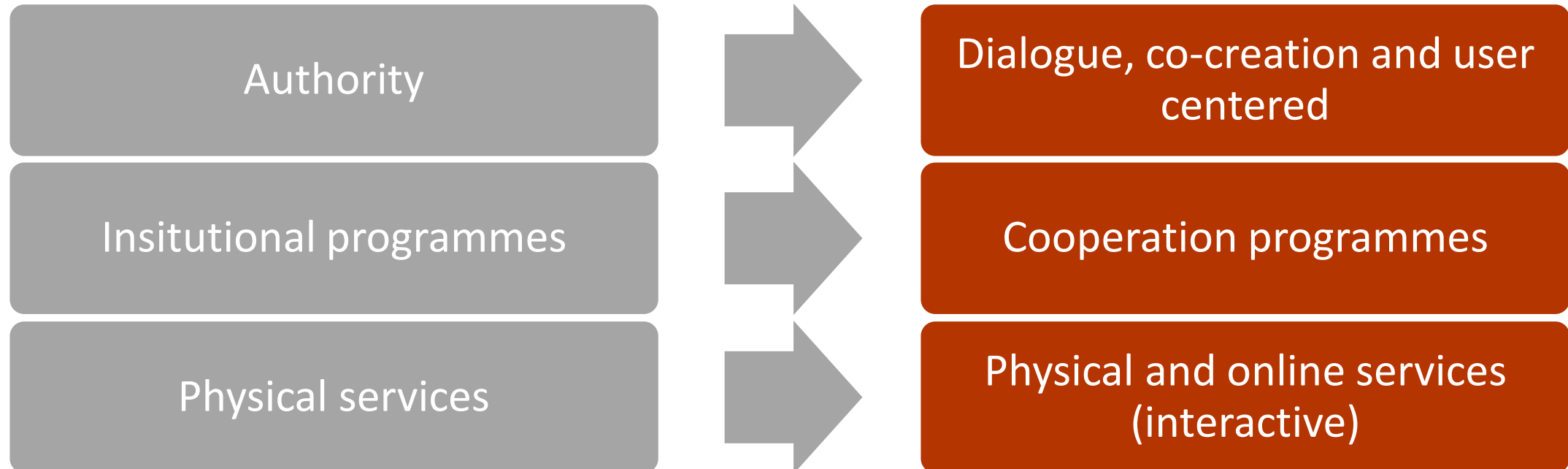
Digital Stage   Blog   TV Channel

- New opportunities for employment and economic growth within the creative industries sector based on Europe's rich digital cultural resources.

- Open environment for the development of applications and services based on digital cultural content.
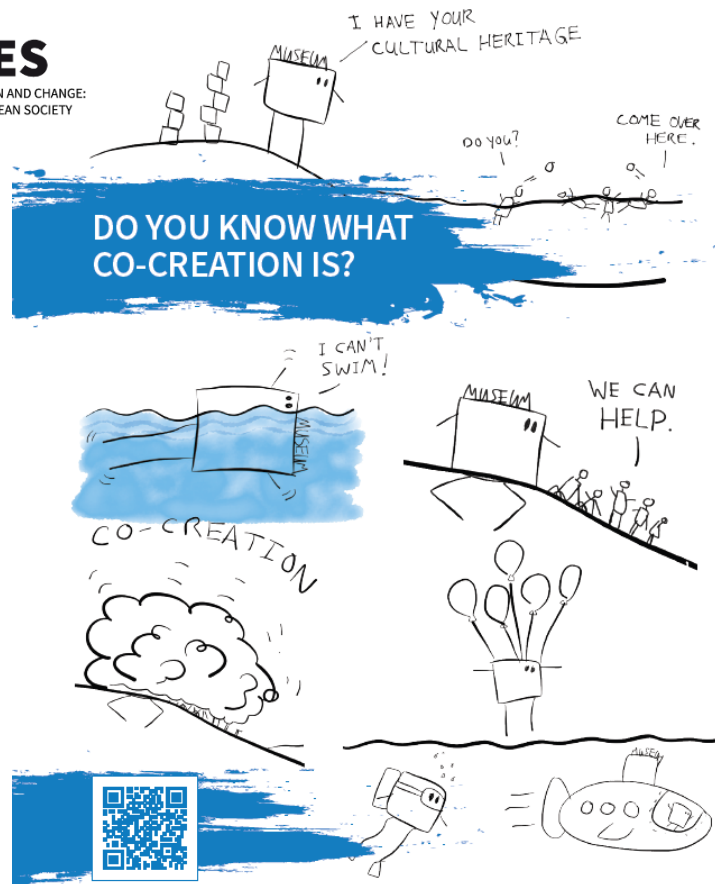
Memory Institutions

- Authority vs dialogue
- Institution Mission and Vision to be revisited

Authority	Dialogue, co-creation and user centered
Insitutional programmes	Cooperation programmes
Physical services	Physical and online services (interactive)

Co-creation initiatives

- Co-creation is about involving parties outside of your company or organisation (users, stakeholders) to create value jointly.

- Within the RICHES project, we're co-creating with young adults, museum staff and designers to design potential intervention strategies together.

Sharing competences to provide innovative services

- PHOTOCONSORTIUM is a hub of expertise in the fields of early photography, photographic culture, digitization techniques, content aggregation, metadata standards, indexing, cataloguing, multilingua vocabularies, digital management of archives and much more.

- This expertise and knowledge is the basis to provide services, organise training programs and seminars and participate in new research.

CH professionals

- Technology adoption
- New approach centered on solving users and community needs

Traditional job profiles without ICT interaction	→	New Job Profiles
SSH traditional skills	→	New required Skills (digital literacy)
SSH university programmes	→	New Training Programmes (Master Degrees)
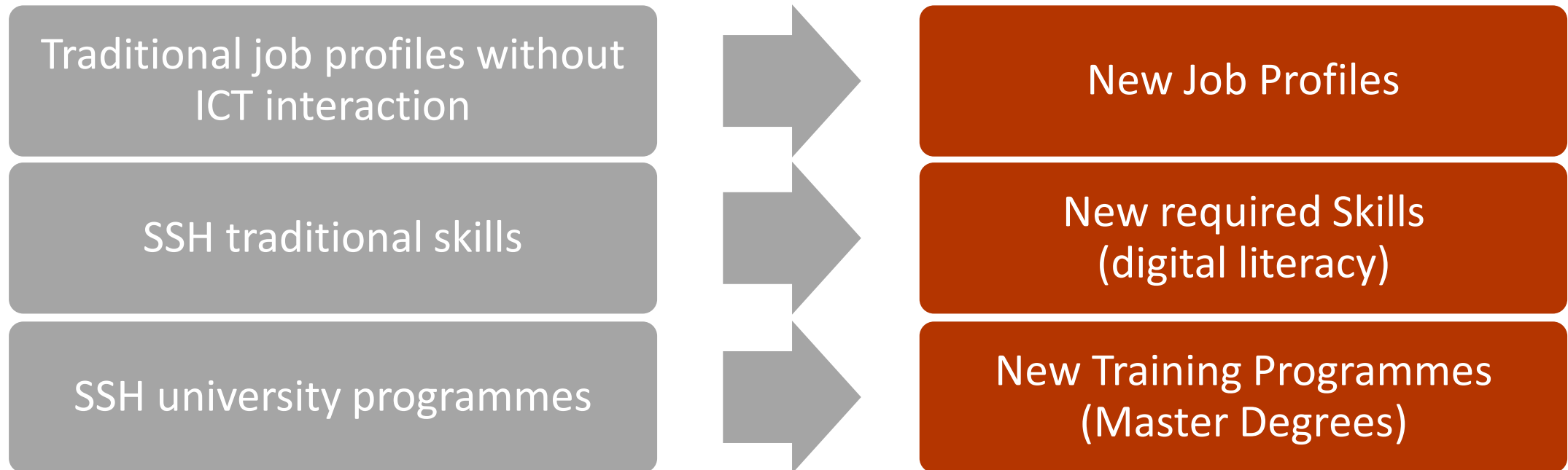
New skills and job profiles

NEW JOB PROFILES

Digital Content Officer

Visitor Experience Manager

Digital Cultural Asset Manager

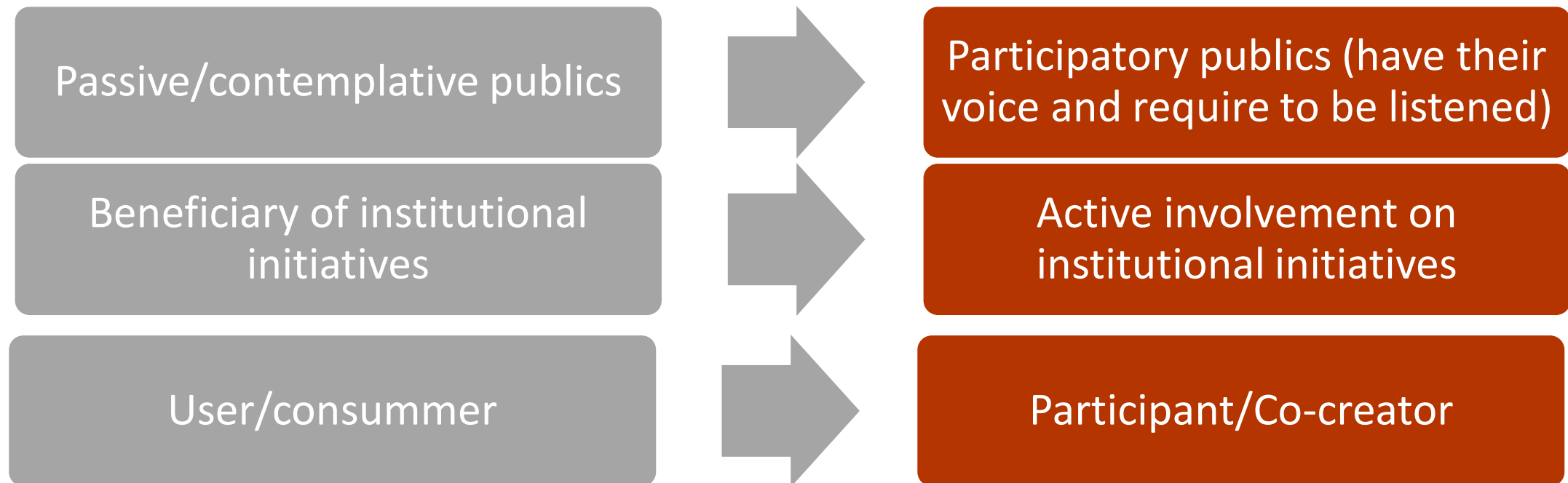Interactive Cultural Experience Developer

Online Cultural Community Manager

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NEW SKILLS

Old skills in new contexts can generate competitive advantage for the European creative industries (e.g crafts).

Users

- Build engaging and relevant relationships with CH publics
- Audience development

Passive/contemplative publics	Participatory publics (have their voice and require to be listened)
Beneficiary of institutional initiatives	Active involvement on institutional initiatives
User/consummer	Participant/Co-creator

Citizen Science Initiatives

- Participation of citizens in research on cultural heritage and humanities.
- Development of a Roadmap for Citizen Researchers in the Digital Culture.

New synergies for New Challenges
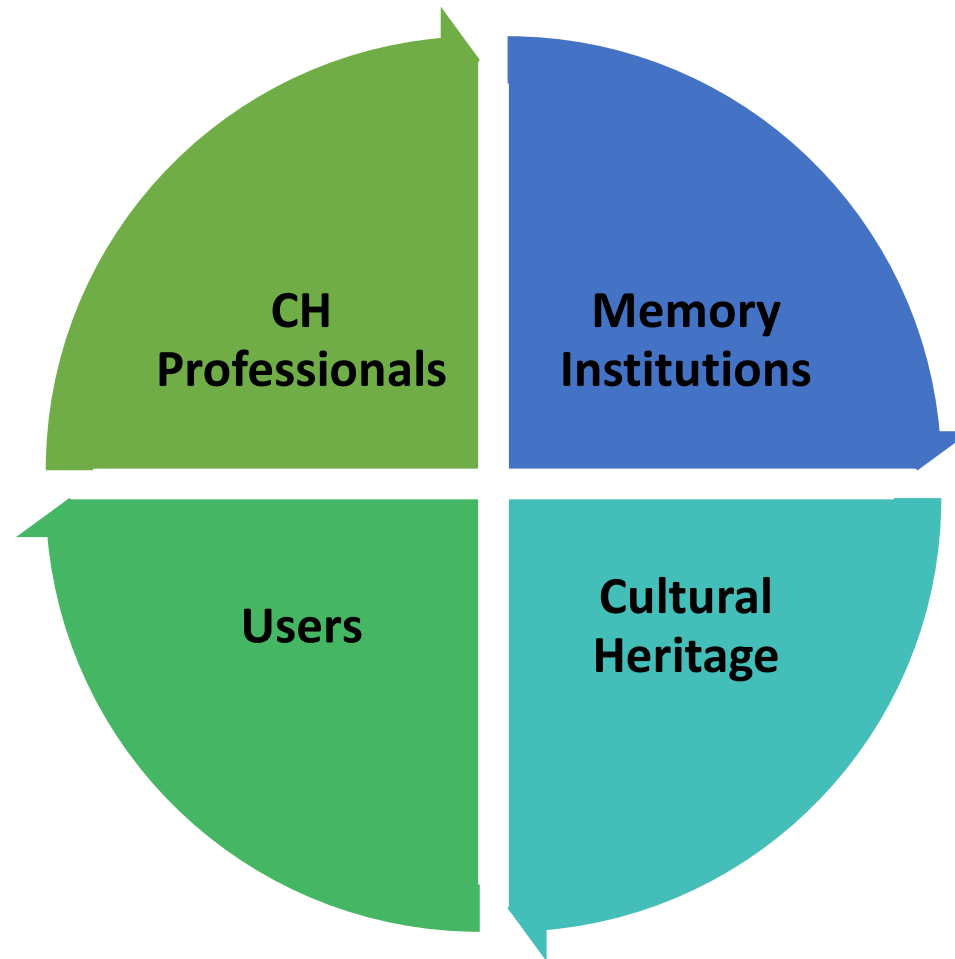
Thank you!
Questions?

Antonella Fresa, Promoter Srl

fresa@promoter.it