

eCultValue



eCult Stakeholder Workshop
“The Beauty & the Beast: How to approach Culture and ICT?”



A continuous dialogue: stakeholders’ needs and experts’ opinions

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Difficult symbiosis or natural evolvement?

space constraints

accessibility

openness

users

leisure industry competition

participation

increase value

time constraints

create knowledge

edutainment

visitors satisfaction

going virtual

social media

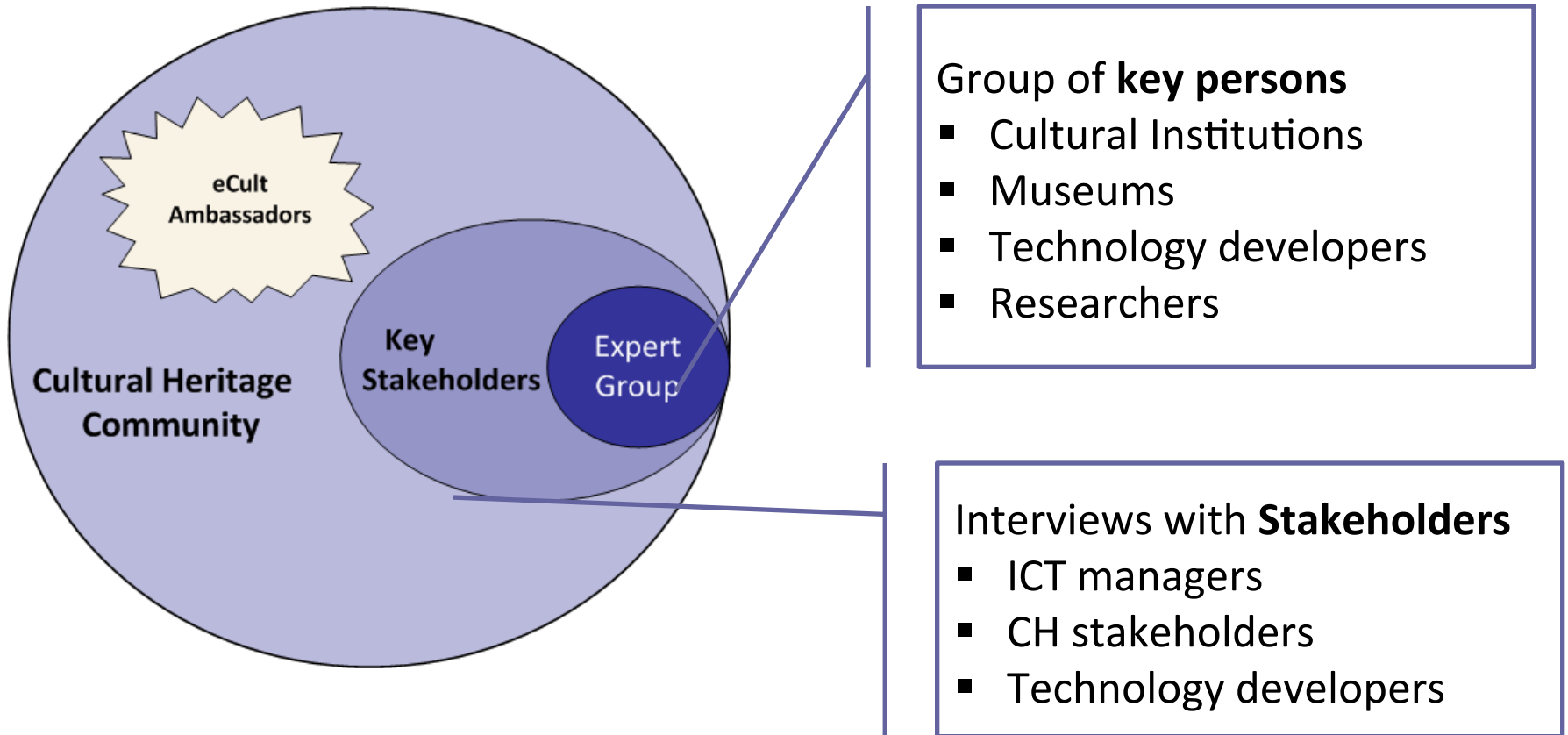
preserve patrimony

share knowledge

entertainment

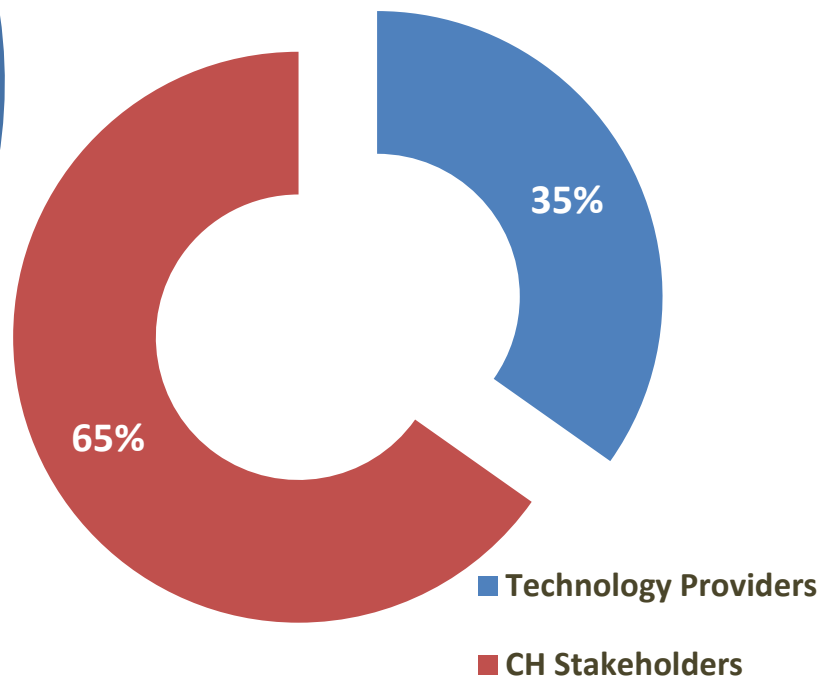
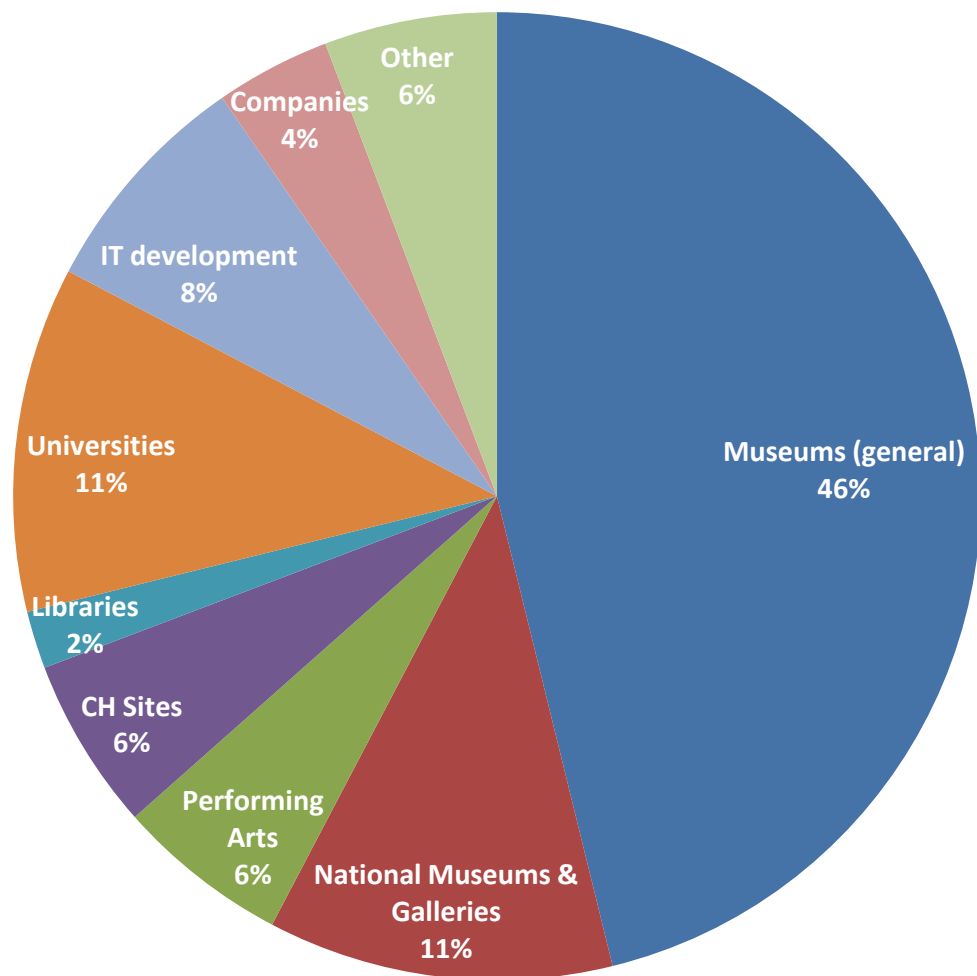
eCultValue: Dialogue with the Community

“encourage cross-fertilisation through the creation of a sustainable eCult Stakeholders Community”



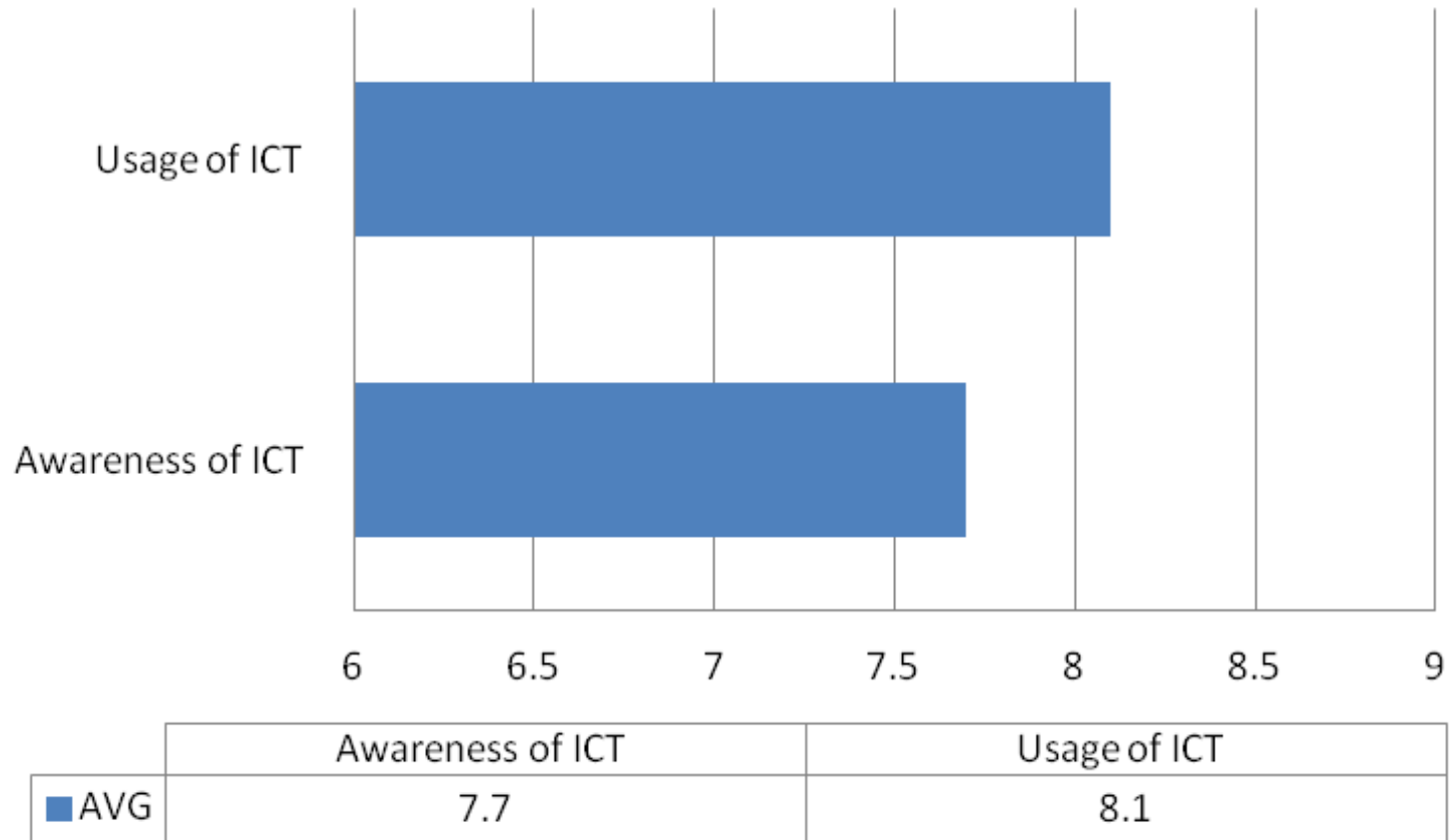
Stakeholders Interviews

Main Sectors & profiles



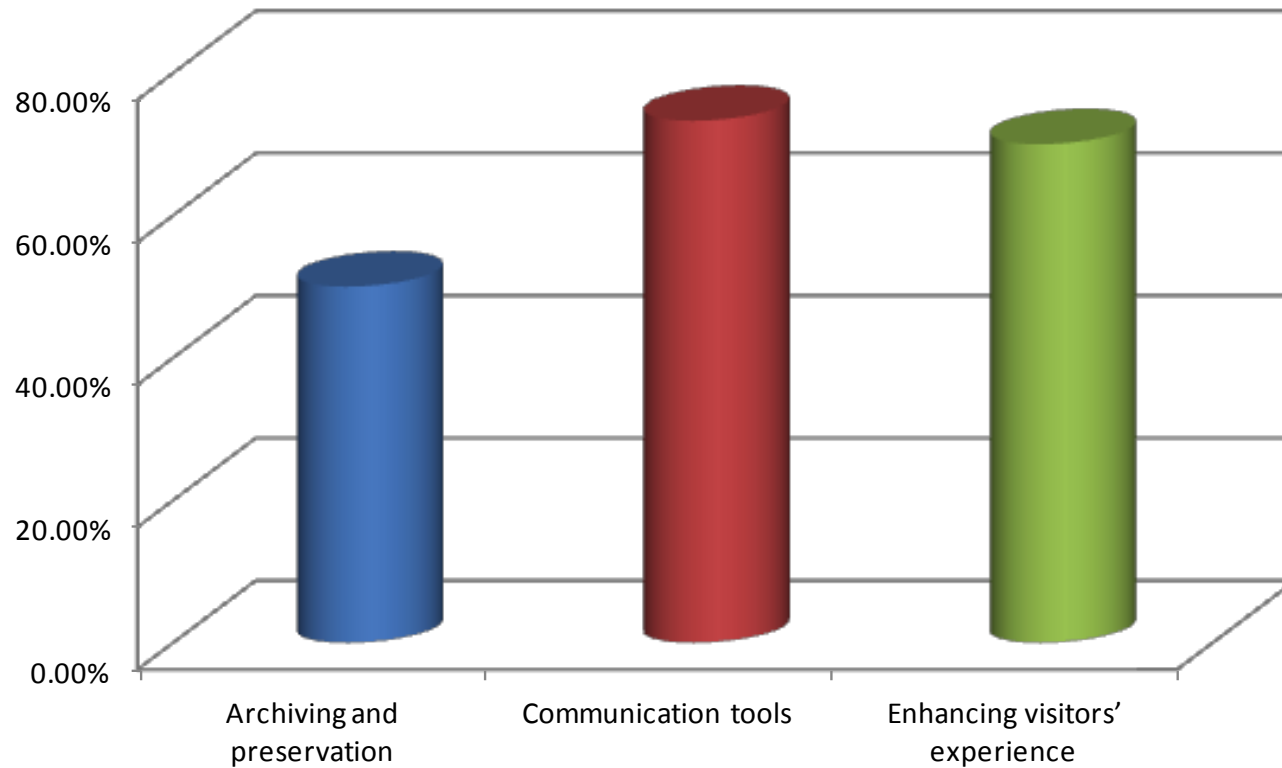
Stakeholders Interviews

Usage and awareness of ICT



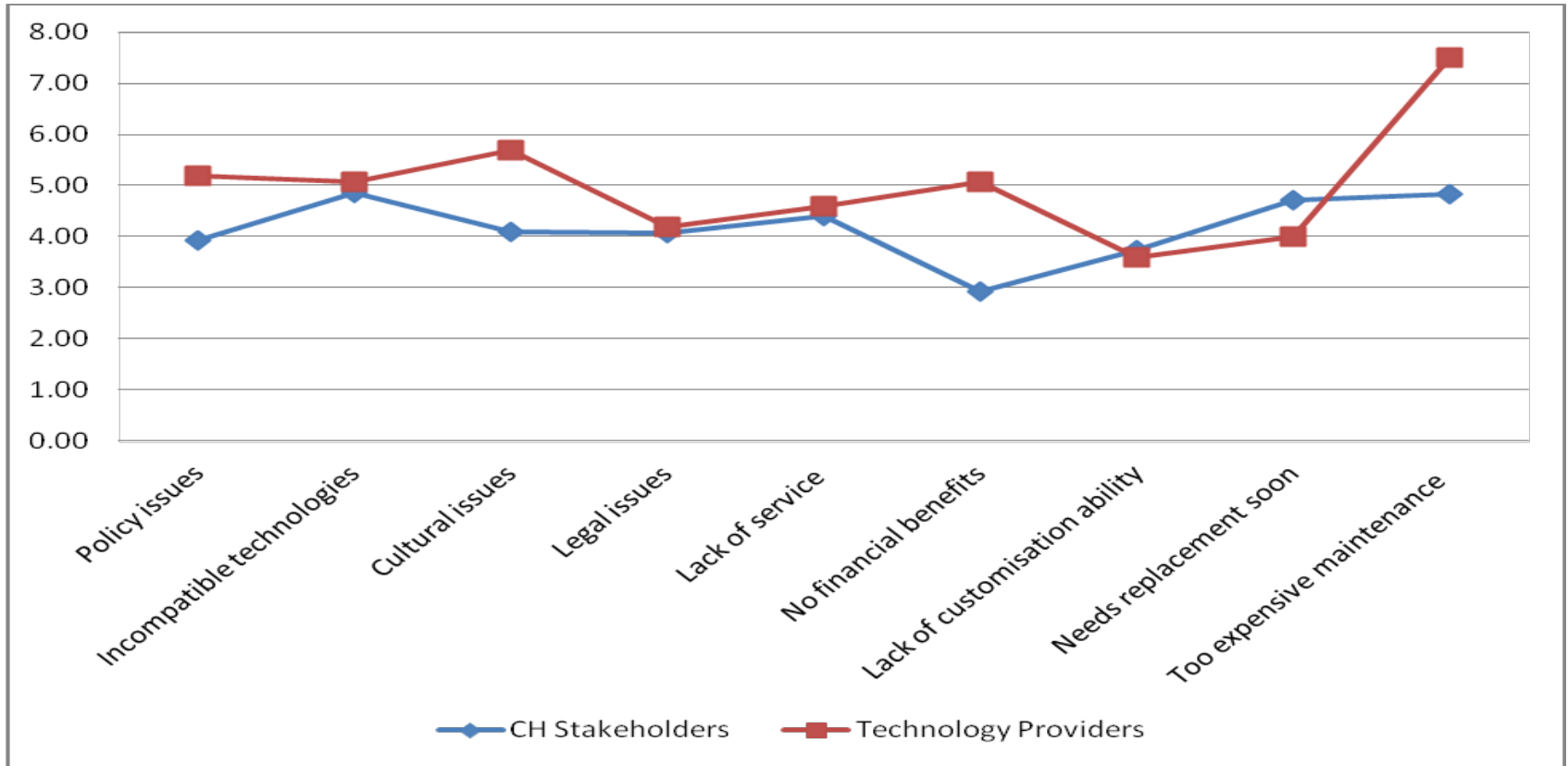
Stakeholders Interviews

ICT in use and for what purpose

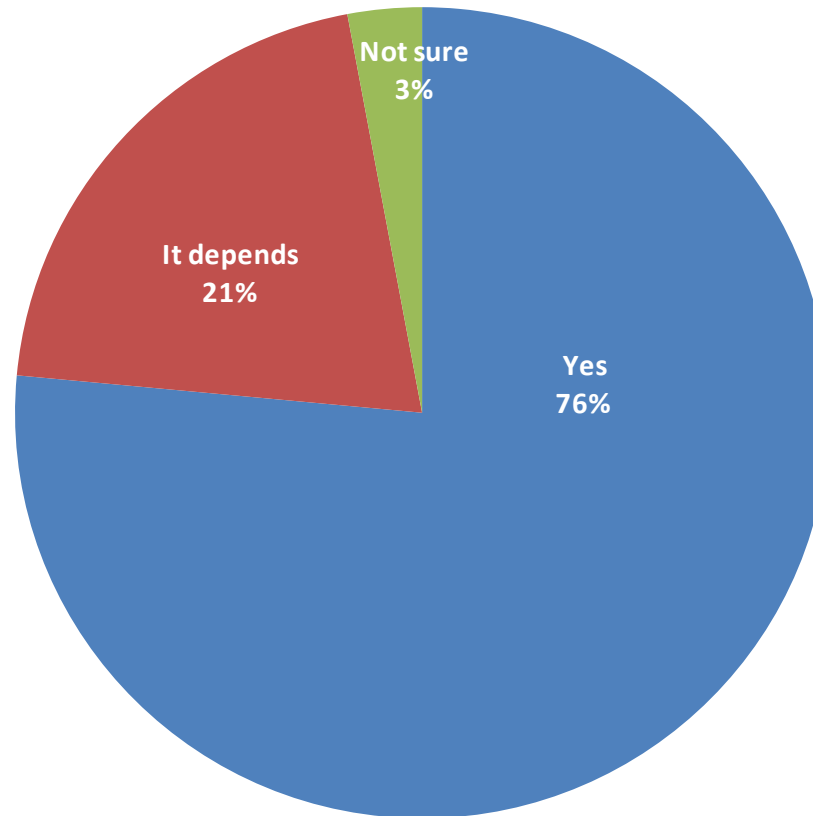


Stakeholders Interviews

Obstacles as rated by interviewees

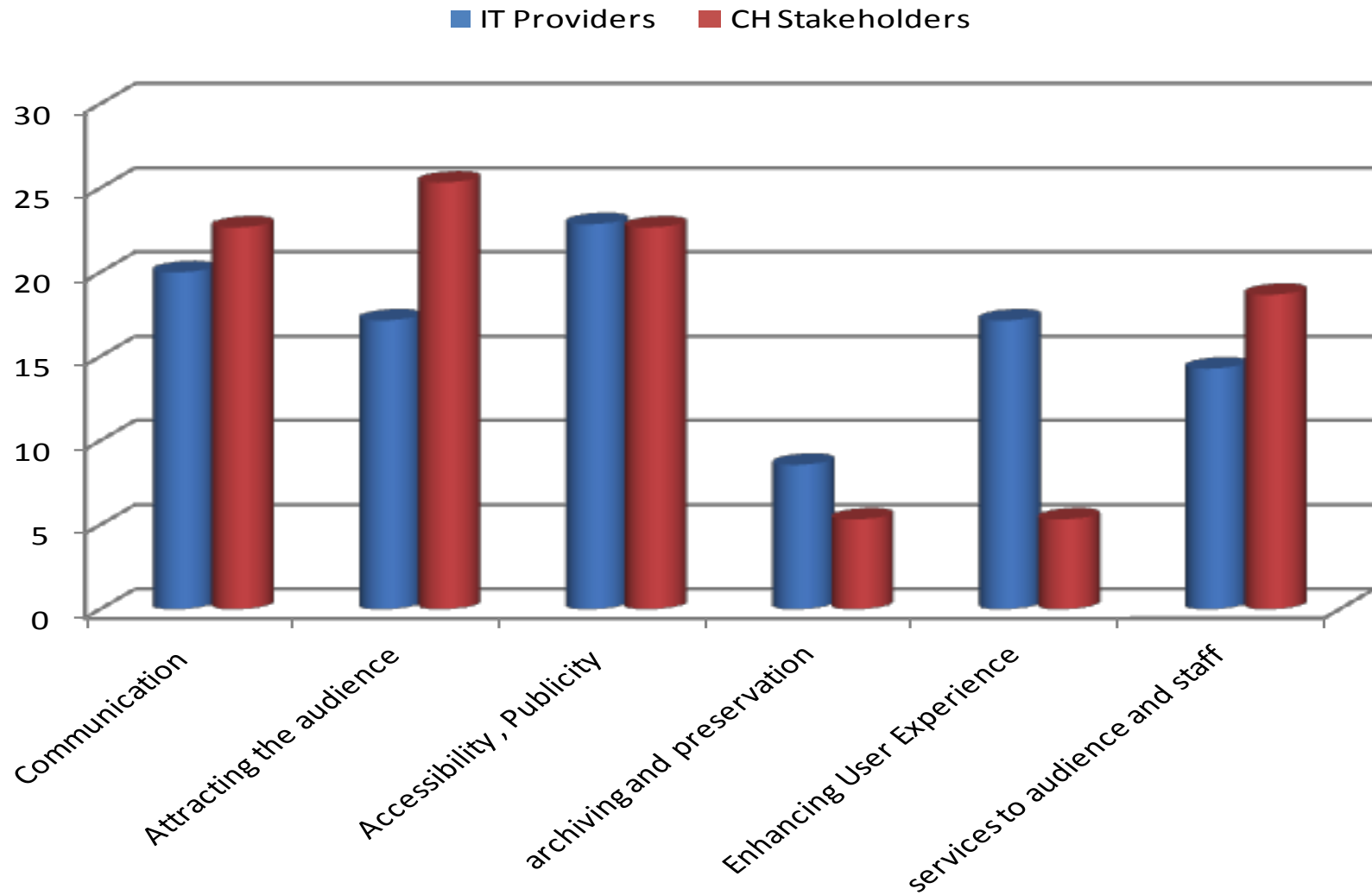


Did the benefits of using ICT overcome obstacles & risks?



Stakeholders Interviews

Most important benefits



Objectives

- ❑ **Advise** on cut-edge ICT solutions and needs of CH community
- ❑ **Highlight** open research issues & hot questions
- ❑ **Comment** on current efforts & projects
- ❑ **Suggest** topics & specialists for workshops & events
- ❑ **Assess** scientific reports
- ❑ **Supervise** and ensure the quality of the results

Obstacles for adopting ICT solutions (I)

- **Mentality of CH people**

conventional, introvert, technophobic

- **Ignorance**

Lack of knowledge and understanding about capabilities and opportunities,
Inadequate dissemination of current efforts and available tools.

- **Funding, financial problems**

Investment is of high cost, evolution is fast!

- **Skepticism about financial benefits**

Return on Investment

- **Policy issues**

Main councilors must take action.

Obstacles for adopting ICT solutions

- Mentality of CH people
- Ignorance / Lack of knowledge
- Funding, financial problems
- Skepticism about financial benefits
- Policy issues
- Lack of human resources
- Different frameworks
- Bureaucracy
- Interoperability issues / Incompatible technologies
- Sustainability of technological solutions

Lack of feedback
Missing link between research area & end-users

Identifying the needs

- Preserve – manage – promote contents
- Decision about role: choose to be a broadcaster, connector, curator, incubator, interpreter, producer, educator or an in-between
- Building of community
- Awareness about available ICT tools
- Facilitation of cross sector collaborations/ Network
- Technological support: Maintenance, robustness, sustainability

Support the adoption: Recommendations

- Generate and further strengthen **policies** relevant to CH and ICT
- Draft national / regional CH **framework and strategy**
- Offer related **education and training**
- Reduce **bureaucracy**
- Support and disseminate **success stories**
- **Support openness and participatory approach** (e.g. Creative Commons licenses)

Support the adoption: Recommendations

- Identify **audiences**
- Engage **users**
- Choose **appropriate channels**
- Find **alternative financial solutions** (e.g. crowd funding, leasing, sponsoring)
- Attend and organise related **seminars, workshops, conferences**
- Explore “**new**” **technological** solutions (e.g. Cloud)
- Express **real needs** when talking with ICT developers
- Choose the sector – community and **network**, be present
- Establish effective **management**
- Draft clear **digital strategy**

Support the adoption: Recommendations

- Create **flexible tools**
- Support **all phases of implementation**: adoption, migration, customization, personalization of ICT solution
- Understand the **needs and peculiarities** of each organization, check existing taxonomies of museums
- Provide **only as much technology** as is needed / requested

Further information

- <http://www.ecultobservatory.eu/documents/report-interviews-ch-stakeholders-and-technology-providers>
- <http://www.ecultobservatory.eu/content/summary-report-interviews-ch-stakeholders-and-technology-providers>
- http://www.linkedin.com/groups/eCult-Observatory-5049866?gid=5049866&trk=anet_ug_parent