



# DIGICULT

## Newsletter n° 2/2021

### Project Context

The **Digital Agenda of the Europe 2020 Strategy** set as the main objective the development of a single digital market to generate smart, sustainable, and inclusive growth. The cultural heritage digitization turns Europe's cultural resources into an important building block for the digital economy and provides Europe's Cultural and Creative Industries (**CCIs**) with a competitive edge. The pace of innovation, the changing nature of the sector, and the importance of culture to the European economy require the employed in the CCIs to have relevant digital skills and competencies. Linking education with innovation is necessary to increase the labor market relevance of VET and promote a more resource-efficient and competitive economy.

The **DigiCult project** aims to elaborate and promote an innovative framework for digitization and efficient and cost-effective training on digital presentation, preservation and promotion of the intangible cultural heritage (**ICH**) of Europe from a global and long-term perspective. The provision of relevant training in ICH digitization (standards and methods) will contribute to meet common challenges such as the digital shift and the need for encouragement of innovation in the cultural sector as the ability for practical application of digital skills and competencies is a valuable asset to any professional qualification in this domain.

### The Target Groups

- Professionals from partner cultural organizations not involved in the direct implementation of the project's activities and outputs.
- Students from educational organizations who are trained in the field of presentation, preservation and dissemination of intangible cultural heritage.
- The staff of the institutions from the culture sector, professional networks, employers' unions, and associations.

**Duration:** 24th months



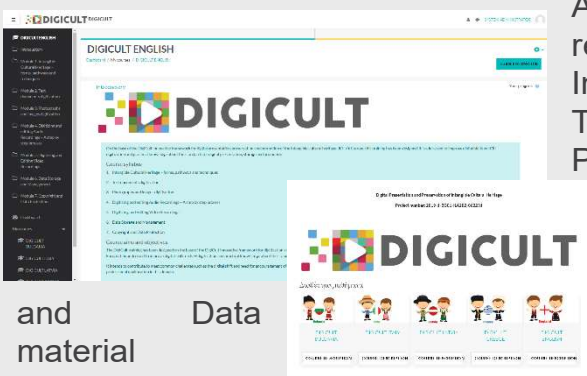
# O2 Training Course Digitization, Presentation and Preservation on Intangible Cultural Heritage



etc.

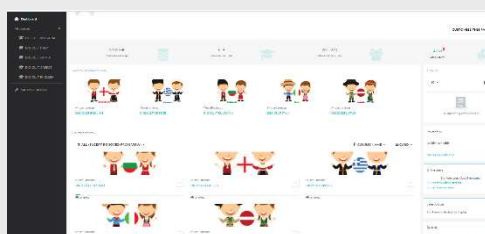
The training “Digitization, Presentation and Conservation of Intangible Cultural Heritage” was developed as a result of the surveys conducted in the partners’ countries. The target groups involved VET and C-VET learners in cultural domains, regarding needs and gaps, attitudes and expectations towards the training through virtual learning environment, the course organization,

The data collected were systematized and used as input for the development of the curriculum, in order to respond to expressed needs and gaps on digitization in general and cultural heritage specifically.



As a result, **seven modules** were developed: Intangible Cultural Heritage, Digitization of Text Documents, Digitization of Photographs and Images, Digitizing and Editing of Audio Recordings; Digitizing and Editing of Video Recordings, Data storage and management, Copyright protection. For every module, training (lessons, presentations, notes, in Bulgarian, Italian, Latvian and Greek

and Data material examples, etc) was developed as well as tools for assessment and evaluation of the overall course.



learning environment, as a user-friendly interface for the intended target groups.

Following the development of the training course and the learning environment, a pilot testing phase was implemented, in order to get feedback on both the overall structure and material of the training, as well as the platform.



## DigiCult Partnership

The project **coordinator** is:



Burgas Free University  
(Bulgaria)



The project **partners** are:



Regional Historical Museum  
Burgas (Bulgaria)



DIMITRA Education &  
Consulting (Greece)



Latvian Culture College  
(Latvia)



EU-Track (Italy)



Associazione Canto Di Eea  
(Italy)



Dimos Lariseon (Greece)



The Ethnographic Open-Air  
Museum of Latvia (Latvia)

## More Information



[www.digicultproject.eu](http://www.digicultproject.eu)



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