



Virtual and Smart Cultural Tourism

Priority Area: Sustainable and Digital Tourism

Thuringia, Germany & Time Machine Organisation

Prof. Sander Münster



Interregional Partnership
Virtual and Smart
Cultural Tourism



The Time Machine Organisation is ...

An international **research initiative** on Big Data Technologies for history and cultural heritage

Funded as H2020 FET Flagship CSA from 3/2019 to 2/2020.
Developed a **research program** with 10 years term

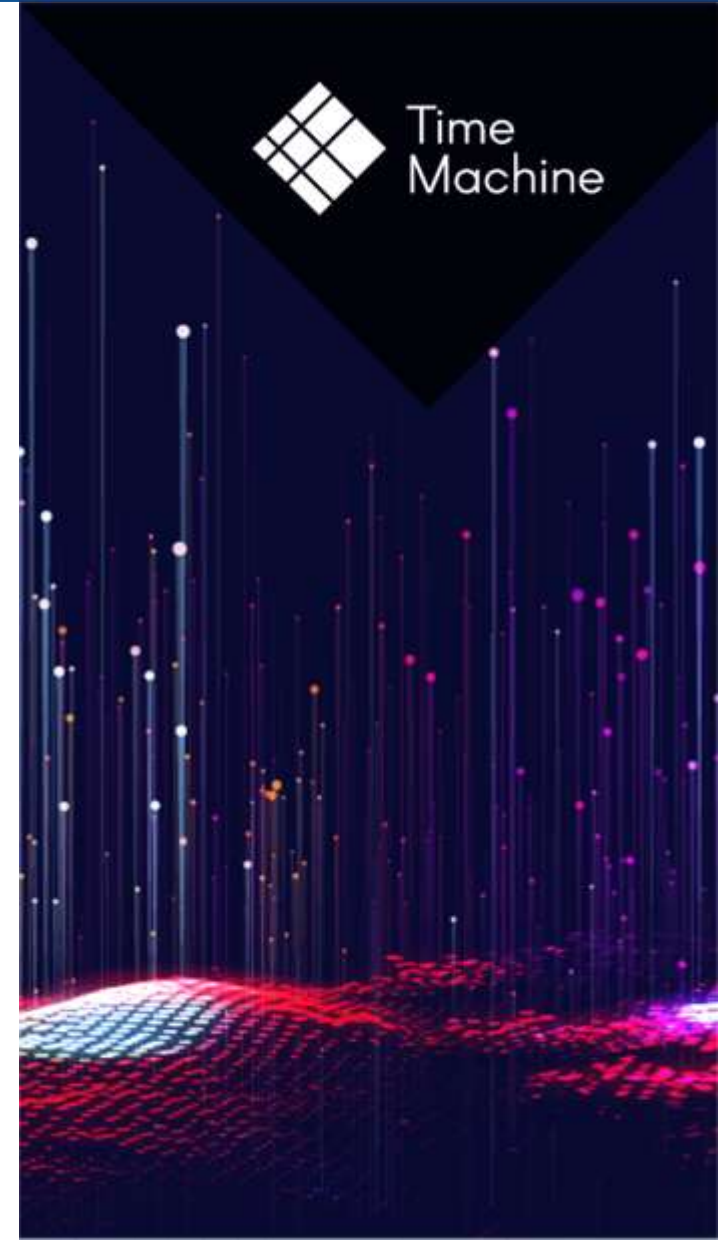
Focal points: Digitization, AI & 4D Technologies

Areas of activity:

(1) Research and Development

(2) Exploitation and Cooperation structures

(3) Services and Infrastructures: access to funding, competence development, technology platforms, legal support, transfer platforms





Time Machine Organisation is formed by ...

*700 direct members | 14.000 network members |
100.000 individuals*

*200+ of Europe's top academic and research
institutions*

*150+ Private sector partners from SMEs to
international companies: Ubisoft, Flixbus, ICONEM*

*200+ GLAM institutions: 18 national archives, 9
national libraries*

*Various civil society and industry associations:
Wikimedia, Internet Archive, DARIAH, ICOMOS,
Chambers of Commerce...*





National & regional structures: *Local Time Machines (LTMs)*

Local, multi-stakeholder initiatives about city, regional history and heritage research, education and valorization coupled with digital technologies – examples: VR tourguides, data analysis for visitor management, digital exhibitions

Self financed and autonomously acting networks - supported by the Time Machine and sharing it's vision

Currently over 20 Local Time Machine projects in all over Europe and beyond:

Amsterdam, Antwerp, Barcelona, Budapest, Dresden, Ghent, Göttingen, Jerusalem, Leipzig, Luxemburg, Nicosia, Nürnberg, Paris, Regensburg, Sion, Thessaloniki, Utrecht, Venice, Vienna...





- Thematic area and partnership composition:

Focus Area: Virtual and Smart Cultural Tourism

- Structures and services to bring innovations to the market
- Networking and connecting of partners within the regions & across regions
- Monitoring and servicing according to bottlenecks to promote digital and sustainable cultural tourism

7 Pilot Partnering Regions: Quadruple Helix Model

- **Thuringia/Germany**
- **Lower Austria**
- **Greater Amsterdam**
- **Galicia/Spain**
- **Cyprus**
- **Paris/France**
- **Saxony/Germany**



57 actors from research, industry, government:

- universities, research and innovation centers, research councils
- tourism and ICT clusters, SMEs, industrial companies, chamber of commerce and industry
- S3 authorities, public administrations, ministries, city councils
- Networks as CRUSOE (Conference of Rectors of the Universities of the European South West)

Various end-users from different sectors:

- Archives, tourism agencies-offices, archives, libraries, museums, clusters, SMEs and industry..





- *State of development of the partnership and achievements today*

Structured regional/local settings

23 Local Time Machines on digital cultural heritage. Provide a ground for take-up of innovations and exploitation of research results for virtual and smart cultural tourism industry.

Community engagement strategy

Strategical approach to stakeholder groups to build linkages and enable channels of influence for tailored services to stakeholders. Established connections to networks as ERRIN, CCRE-S3.

Services for Community/Regional Actors

Project Scouting Services:

- Successful integration of the LTMs into relevant projects
- Support of community/regions' applications to access EU funding opportunities
- Implementation of digital cultural heritage related topics into European/regional funding initiatives

Business Support Services:

- Initialized commercial and transfer related structures as the dma European Cooperative ([dma-sce](#) i.G.) network of 10 SME companies in order to support transfer and private-public partnership projects

Trainings and Knowledge Exchange:

- LTM academy events starting in 2/2021 to present, compare and evaluate ongoing work.



Project Scouting key figures

- **Started in 2/2020**
- Supported proposals already granted: **14 (22,43 Mio. EUR)**
- Supported proposals under review: **7 (31,30 Mio. EUR)**
- Funding bodies consultancy: **4 (EU & national programmes)**



- Actions foreseen for 2021

Priority area	Task	Piloting action result
Operational structure of the S3 network	Setup of the operational structures (coordination office; advisory board)	Operational Structure
Priority area 1: Building a trans-regional alliance	(A) Mapping of stakeholders, their competences, interests and needs und in the regions (B) Organize and run a series of workshops to connect stakeholders and a survey to identify areas of cooperation, concrete business cases as well as bottlenecks (C) Identify links to and synergies with networks and servicing entities and funding structures on regional, national and European level	Stakeholder maps Overview: Bottlenecks List of EU networks & services
Priority area 2: Support and best practices for commercialization, knowledge and innovation uptake	Matchmaking: (D) Exchange platform and structures for stakeholders (E) initiation of 3 rd party funded projects between community members (via TM Project Scouting). Acceleration: Demand-oriented (F) toolbox built on EU-scale support instruments & services for innovation processes (in particular entrepreneurship and start-up support, project-support, IPR management). Competency: Establishment of structures for competence acquisition and exchange: (G) Operation of a training / best practice exchange series (via Time Machine Academy); (H) Supporting training network & best practice exchange (e.g. via MSCA/COST application); (I) Business training & consultancy	Initial servicing toolkit for acceleration Support structures for matchmaking Initial competency development instruments and structures
Priority area 3: Communication	(J) Operation of frequent communication; presentation of stakeholders and achievements (conj. to Time Machine Communication Hub) (K) Partnership activity roadmap	Communication structure & operation Partnership Activity Roadmap
Priority area 4: Sustaining & leverage	(L) Mentoring to build on S3 strategies of regions Applications to identified financing schemes on regional, national and EU-level	Project applications



- *Expected support*

Priority area	Task
Operational structure of the S3 network	Setup of the operational structures (coordination office; advisory board)
Priority area 1: Building a trans-regional alliance	(A) Mapping of stakeholders, their competences, interests and needs (B) Organize and run a series of workshops to connect stakeholders and identify areas of cooperation, concrete business cases as well as bottlenecks (C) Identify links to and synergies with networks and servicing entities and structures on regional, national and European level
Priority area 2: Support and best practices for commercialization, knowledge and innovation uptake	Matchmaking: (D) Exchange platform and structures for stakeholder party funded projects between community members (via TM Project Acceleration) Acceleration: Demand-oriented (F) toolbox built on EU-scale support services for innovation processes (in particular entrepreneurship and project-support, IPR management). Competency: Establishment of structures for competence acquisition Operation of a training / best practice exchange series (via Time Machine) Supporting training network & best practice exchange (e.g. via MSC)
Priority area 3: Communication	(I) Business training & consultancy (J) Operation of frequent communication; presentation of stakeholders (conj. to Time Machine Communication Hub) (K) Partnership activity roadmap
Priority area 4: Sustaining & leverage	(L) Mentoring to build on S3 strategies of regions Applications to identified financing schemes on regional, national and EU-level

Requested Support:

- Coordination support
- Communication support

Identification of bottlenecks & business cases:

- Mapping study involving regional stakeholders
- Organisation of networking events

Interregional support structures:

- Mapping exercise of EU servicing entities & networks
- Interregional web platform

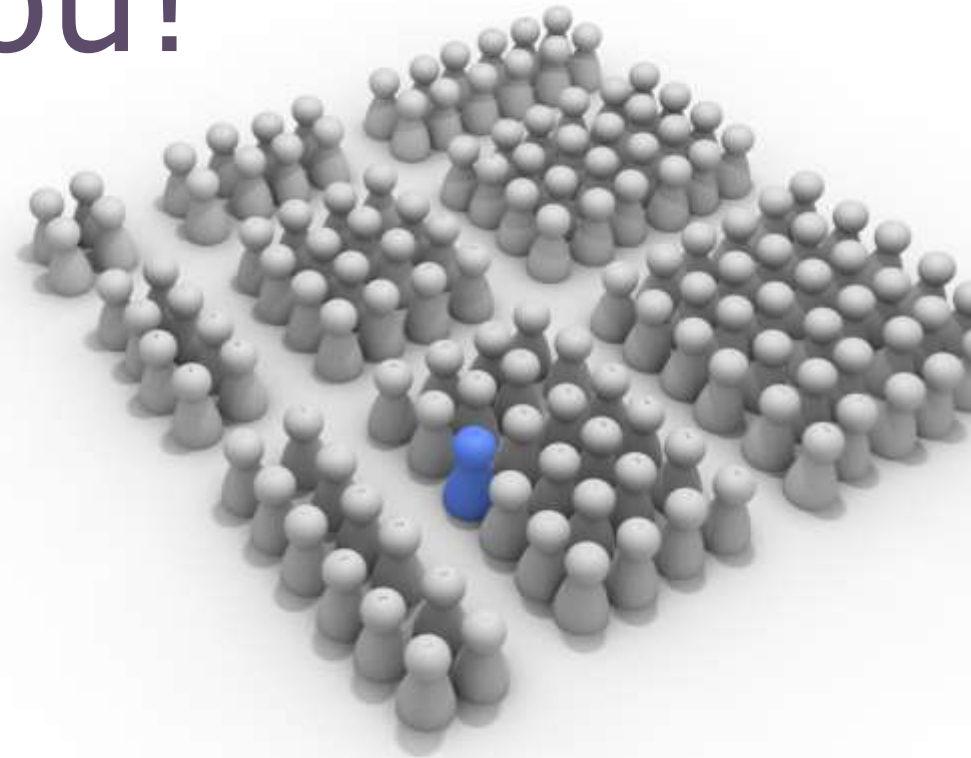
Sustaining & leverage:

- Consultancy in employing specific EU funds & schemes to overcome bottlenecks



Thank you!

sander.muenster@timemachine.eu





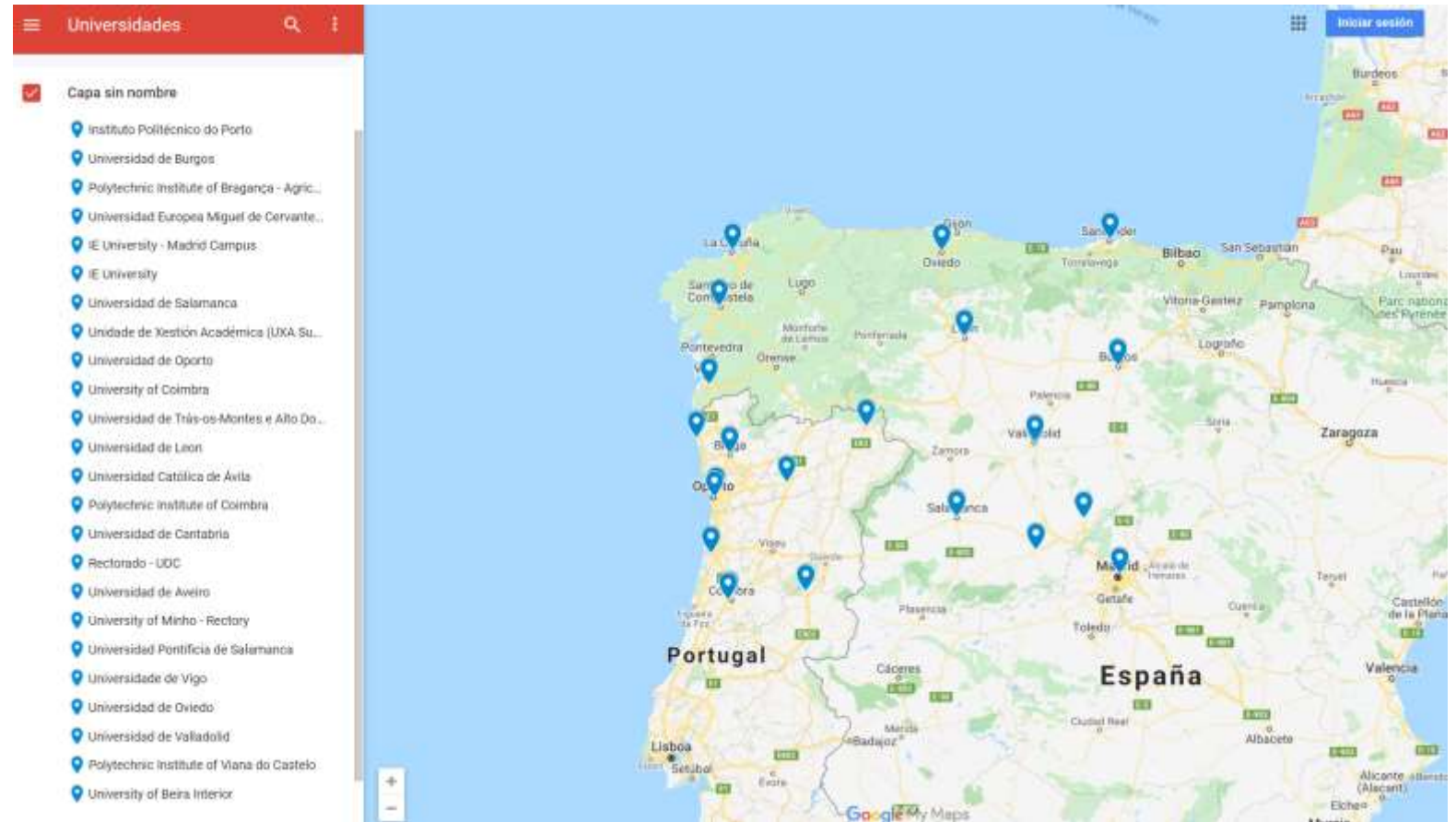
CRUSOE

Conference of Rectors of the Universities of the European South West

CRUSOE Network boosts regional development and smart specialization of Southwestern Europe.

It includes 23 universities and polytechnic institutes of Spain and Portugal.

The “Virtual and Smart Cultural Tourism Sustainable and Digital Tourism” Pilot Actin will be led by the University of Santiago de Compostela in Galicia / Spain, with the collaboration of the entire CRUSOE Network.



Innovation Support Structures

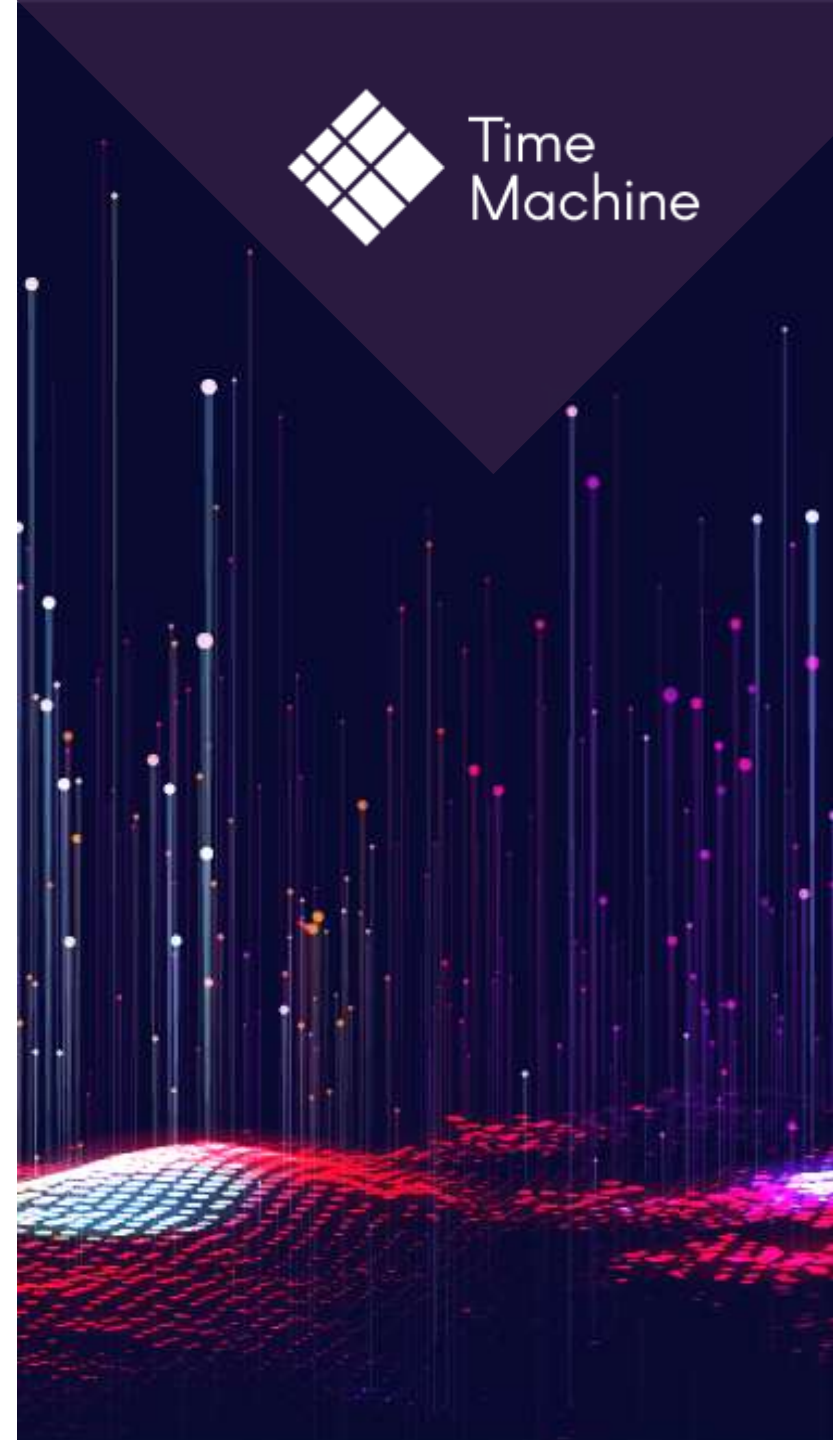


- Challenge: Research and business innovation often weakly linked, market actors are mostly highly specialized SME
- Founding of the **dma-sce European Cooperative Society** in progress since 6/2020 with currently 10 SME yet paying 30K EUR stake
- Dedication:
 - Transfer of research innovation into businesses
 - Development of business chains on Digital Heritage
 - Networking, entrepreneurship and scale-up support
 - Example: Full-servicing from unstructured archives to digitization to virtual 3D museum applications

<http://dma-sce.de/>



Time
Machine



Time Machine Funding Hub

Objectives

- Support Time Machine Members in developing successful project applications
- Manage Time Machine's activities in funding schemes
- Provide consultancy for funders

Project Scouting Service

- Pre Proposal Support Service: Identification of target group, Raising awareness, Preparation for partnerships
- Proposal Support Service: Proposal preparation, Guidance for participation, Partner management
- Networking: Mapping analysis, Partnering Event, Consultancy

Contact

<https://www.timemachine.eu/project-scouting-service/>



Dr. Selda Ulutas-Aydogan

Project Scouting Coordination



Selda.ulutas@uni-jena.de



Oguz Özkan

Project Scouting Officer



Oguz.ozkan@timemachine.eu



Okan Saldogan

Project Scouting Officer



okan.saldogan@timemachine.eu

Project Scouting Service Functions and Tasks



Key Figures

- **Started in 2/2020**
- Supported proposals already granted: **14 (22,43 Mio. EUR)**
- Supported proposals under review: **7 (31,30 Mio. EUR)**
- Funding bodies consultancy: **4 (EU & national programmes)**