



Virtual and Smart Cultural Tourism

Kick-Off Meeting

30th of March 2021



Interregional Partnership
Virtual and Smart
Cultural Tourism



Meeting Agenda
30 March 2021, 13:30-16:30 CET

Venue: [Webex-Link](#) Password: vsct

13:30 – 14:00	<p>Introducing the Interregional Partnership</p> <p><i>The partnership for Virtual and Smart Cultural Tourism at a glance</i></p> <ul style="list-style-type: none">• Sander Münster, Coordinator of the Partnership/TMO/Thuringia Region <p><i>Introduction: context, objectives and general timeline for the implementation of the pilot action</i></p> <ul style="list-style-type: none">• Laurent de Mercey, EC-Directorate-General for Regional and Urban Policy <p><i>Cultural Heritage – EU Policy Context</i></p> <ul style="list-style-type: none">• Anne Grady, EC-Directorate-General for Education and Culture
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15:00 – 16:00	<p>Defining the Action Plan: Interactive Discussion Round</p> <p><i>The partnership planning for 2021</i></p> <ul style="list-style-type: none">• Selda Ulutas Aydogan, VSCT Coordination Team <p><i>Definition of the action plan</i></p> <ul style="list-style-type: none">• Moderator: Sander Münster <p>- <i>prioritisation of obstacles to be removed</i></p> <p>- <i>list of services needed by the partnership to overcome the obstacles</i></p> <p>- <i>agreement on actions to be taken</i></p>
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13:30-14:00

Introducing the Interregional Partnership

The partnership for Virtual and Smart Cultural Tourism at a glance

- **Sander Münster**, Coordinator of the Partnership/TMO/Thuringia Region

Introduction: context, objectives and general timeline for the implementation of the pilot action

- **Laurent de Mercey**, EC-Directorate-General for Regional and Urban Policy

Cultural Heritage – EU Policy Context

- **Anne Grady**, EC-Directorate-General for Education and Culture



Sander Münster

**The Interregional Partnership on Virtual and Smart
Cultural Tourism
within the *Priority Area: Sustainable and Digital 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

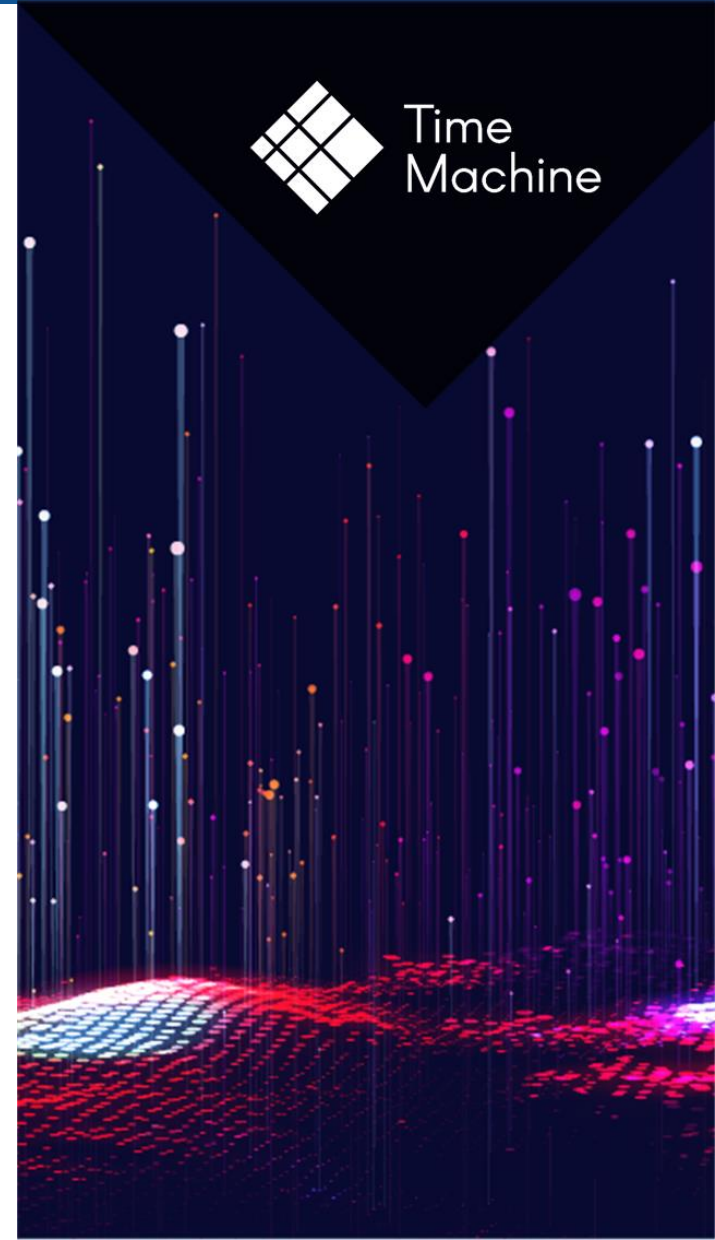
Focal points: Digitization, AI & 4D Technologies

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

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...



The Time Machine 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...



Time
Machine



The Interregional Partnerships: Expected outcomes by the end of 2021

- ✓ Each selected partnership should have defined a **set of concrete business cases with concrete actions** for the **commercialisation and scale-up** of interregional investments.
- ✓ The selected partnerships should have identified the **financial and legal obstacles to commercialisation and scale-up**, developed cooperation with other EU programmes and initiatives and, if relevant, established connections with partnerships already established under other Thematic Areas covered by the three Thematic Smart Specialisation Platforms.





- The partnership on Virtual and Smart Cultural Tourism

Specific objectives

- **Networking:** Monitoring, networking and connecting of partners within the regions & across regions
- Approach: (1) **Prototypic business cases:** Tailored support for 5-6 prototypic business cases to derive best practices, (2) **Support structures:** Servicing according to identified bottlenecks

7 Pilot Partnering Regions: Quadruple Helix Model

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

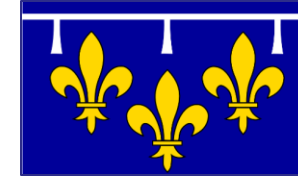
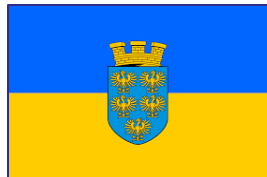


57 actors from research, industry, government:

- 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, libraries, museums, clusters, SMEs and industry.





- The partnership on Virtual and Smart Cultural Tourism – general layout

Task Area 1: Operational Structure Set-up (2-3 2021)

Task Area 2: Regional Mapping
Exercises (2-4 2021)

*“learn about stakeholders, demands,
cases”*

Task Area 3:
Matchmaking (3-5 2021)

*“connect stakeholders &
increase visibility”*

Task Area 4: Business Cases
“prioritize business cases”

Task Area 5: Innovation Support Tools
“enable support structures to serve demands”

Task Area 6: Partnership Roadmap
“Leverage funding access, servicing, interregional cooperation”



- Examples: Business Cases (1)



Attract virtual visitors via a cross-regional digital portal

Challenge: Increase visibility of digital collections & exhibitions

Content: A cross regional platform to cross-advertise regions and cultural tourism activities e.g. by implementing joint thematic (virtual) tours, providing a platform for virtual exhibitions etc.

Funding: seed financing via German Ministry of Culture

Business case: Developing, advertising and managing the portal.

Business demands: Access to funding; business planning, advertising & content population





- Examples: Business Case Support (2)



Providing digital tools for augmented city guiding

Challenge: Provide easy digital tools to set up VR/AR cityguides

Content: Set up of a cross-regional VR/AR toolkit to enable municipalities and heritage sites to create 4D augmented & virtual city guides.

Business case: Development of the platform, premium services (hosting, content creation) and corresponding learning material for content providers.

Business demands: Funding, Capacity building for scalable offering



- Examples: Business Cases (3)

Innovation support services toolkit

Challenge: Provide tailored and sustainable support and consultancy for Cultural Tourism stakeholders

Content: An interregional consultancy & toolkit based on extant servicing providers to enable tailored support for stakeholders on seed funding, business planning, scale up, IPR support etc.

Funding: n.n.

Business case: Developing, advertising and managing the support structure.

Business demands: Access to funding; business planning, advertising & service contracting





- *State of development of the partnership*

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)



- Our network



Selda Ulutaş Aydoğan
Coordinator

Our **regional starting advisors** support connecting the Partnership to the regions. This network will be later replaced/extended by an regional endorser network.



Julia Noordegraaf
Amsterdam



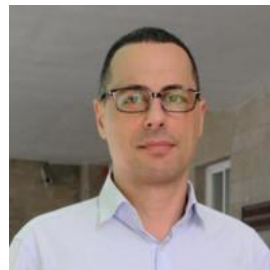
Marinos Ioannides
Cyprus



Thomas Aigner
Lower Austria



Valerie Gouet-Brunet
Paris



Juan F. Castro
Galicia



Georg Fertig
Thomas Köhler
Saxony



Sander Münster
Thuringia



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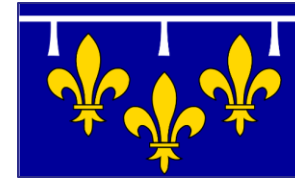
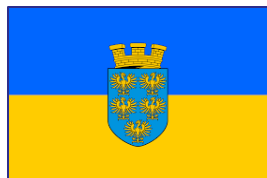
Interregional Partnership
Virtual and Smart
Cultural Tourism



14:00-14:45

A strong network in Virtual and Smart Cultural Tourism: The partnering regions

Moderator: Sander Münster



A top-down view of a wooden desk. On the left is a lined notebook with a green cover. On the right is a white keyboard. In the bottom center is a white cup filled with brown coffee. Overlaid on the image are two text boxes: a semi-transparent grey one at the top and a solid blue one in the center.

SHORT BREAK!

Until
15.00



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15:00-16:00

The Time Machine Organisation Vision

Frederic Kaplan, President of the Time Machine Organisation

Defining the Action Plan: Interactive Discussion Round

The partnership planning for 2021

Selda Ulutas Aydogan, VSCT Coordination Team

Definition of the action plan

Moderator: Sander Münster

- prioritisation of obstacles to be removed*
- list of services needed by the partnership to overcome the obstacles*
- agreement on actions to be taken*



European
Commission

The partnership planning for 2021

Draft Work Plan, Progress
Selda Ulutas-Aydogan



VSCT Pilot Action-Draft Work Plan

Contains the actions to be realized throughout the Pilot phase. A living document, flexible to reflect on evolving needs and outcomes achieved during implementation...

Today: ...present the structure of WP, actions foreseen and realized so far with contribution of regions
.....and have your views and questions on the draft...

Contains 6 phases, 6 task areas;

Structure- *TA 1 - Operational Structure Set Up*

Learn- *TA 2 - Mapping Exercises (stakeholders, bottlenecks, services, business ideas)*

Connect- *TA 3 - Matchmaking and Regional Connections (regional stakeholders)*

Demonstrate- *TA 4 - Portfolio of Business Cases (support with concrete actions)*

Commercialise and Upscale- *TA 5 - Support Tools for Innovation and Commercialisation (support BCs)*

Sustain- *TA 6 - Sustain the Partnership (Partnership Roadmap)*



Task Area 1: Operational Structure Set-up

Objective: Set-up structure to carry out operational and organizational work, realization of objectives, and communication

TA 1.1. Coordination Office (M1-M2): ensure proper implementation and delivery of the partnership related tasks, internal/external communications

TA 1.2. Regional endorsers (M2-M12): form a network of contact persons/institutions (each region) to support tasks in relation to partner regions

TA 1.3. Organization of Technical Meetings (M2-10): 3 technical meetings - the interim meeting to align planning (February 2021), the kick-off with stakeholders and EC (March 2021) and the roadmap presentation event.

TA 1.4. Communication Activities (M2-12): Partnership, its activities and results will be constantly communicated to a wide range of stakeholders (via regions). TMO Communication Hub and communication entities of the regional stakeholders will play a key role:

- Partnership Website (co-hosted within the TMO Website) (M3),
- Co-using social media channels, newsletters, news channels of partners,
- Partnership and its results will be promoted in the events participated/organized by partners,
- Communication materials will be prepared and delivered to partners (*managed centrally by Coordination Team*)

TA 1.5 Contracting External Experts (M2-8): Needs for external expertise/support will be identified together with regions. Discussion with EC for validation, budgetary plan and contracting.

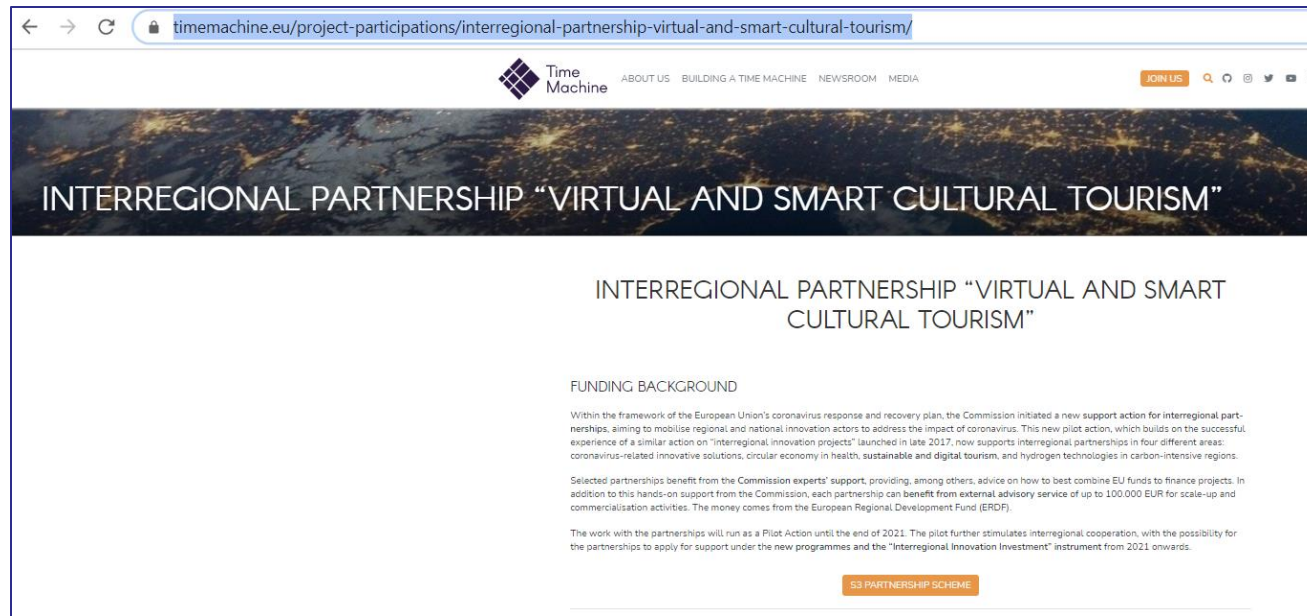
Deliverables	D 1.1. Coordination Office is established (M2) D 1.2. Regional endorsers are identified (M1-M12) D 1.3. Partnership Website (co-hosted within the TMO Website) (M3)
Regions	Leader: Thuringia, Germany Contributors: all

Support from Regions	Nomination of Regional Endorsers Dissemination of Information / Communication
Timing	M1-M12



Progress so far...

- Coordination Team is set-up; Thuringia+TMO work force to support realization of tasks
- Regional starting advisors are identified to support Coordination Team for regional activities/communication channels
- Regional Endorsers Meeting organized in 18 February 2021, 1st Technical Meeting (Kick-Off) being organised
- [VSCT Pilot Action Website](#) is on air (via TMO website-thanks to Communication Hub), will be enriched and updated with actions and their results + communication material (e.g. press releases) will be further prepared in line with regions expectations → reg. stakeholders contacts



Time Machine Organisation (TMO)

to coordinate S3 Partnership on Sustainable and Digital Tourism

Background – support action

Within the framework of the European Union's coronavirus response and recovery plan, the Commission initiated a *new support action for interregional partnerships*, aiming to mobilise regional and national innovation actors to address the impact of coronavirus. This new pilot action, which builds on the successful experience of a similar action on "interregional innovation projects" launched in late 2017, now supports *interregional partnerships in four different areas*: coronavirus-related innovative solutions, circular economy in health, sustainable and digital tourism, and hydrogen technologies in carbon-intensive regions.

Selected partnerships benefit from the Commission experts' support, providing, among others, advice on how to best combine EU funds to finance projects. In addition to this hands-on support from the Commission, each partnership can benefit from external advisory service of up to € 100,000 for scale-up and commercialisation activities. The money comes from the European Regional Development Fund (ERDF).

Successful submission and start of the pilot phase

TMO was authorized by the state of Thuringia/DE to answer the *Call for expression of interest for Covid-19 Response and Recovery Partnerships - Pilot Action for Interregional Innovation* launched by DG REGIO and submit a partnership application in the area "sustainable and digital tourism" that was selected for funding in January 2021.

In this one-year Pilot Action the following 7 European regions will join forces:

- Thuringia, Germany (lead)
- Saxony, Germany
- Lower Austria
- Cyprus
- Paris, France
- Amsterdam, Netherlands
- Galicia, Spain

The interregional cooperation intends to *develop advisory and support structures* for research institutions, companies, regional authorities and cultural institutions such as museums or heritage sites to get advice and help in establishing new digital formats.

Business cases emerging from the regions will be supported through concrete actions including co-investment models, IP and certification support, business coaching and consultancy, linked with EU funding instruments.



Task Area 2: Mapping Exercises

Objective: Mapping exercises across regions to analyse stakeholder (needs), barriers against commercialization, innovation uptake, identifying innovation projects, synergy areas, existing structures and services to top up.

The results will set the baseline of the partnership tasks (planning and implementation).

TA 2.1. Stakeholder Mapping (M2-M4): An **online survey** for mapping of stakeholders (competences, interests, needs), co-investment projects, bottlenecks and challenges in regions. This helps to identify:

- key players in regions for co-investment projects, gatekeepers for development of business cases
- potential business cases/ideas
- services and service providers to support commercialisation
- bottlenecks and barriers against commercialisation and scale-up

Regional partners are critical to disseminate survey to their networks.

TA 2.2. Service and Project Mapping (M2-M4): Desk research to identify links to and synergies with networks, servicing entities and funding structures on regional, national and European levels. EU funded projects to link up business cases via using CORDIS, EIT-KICs, etc.

Deliverables	D 2.1. A list of relevant stakeholders, services and projects is produced (M4)
Regions	Leader: Thuringia, Germany Contributors: all
Support from Regions	Dissemination support of the survey to potential stakeholders
Timing	M2-M4



Progress so far...

We set up and launched a [Survey](#) (open from March until June 2021) to **map and identify possible business cases, services and service providers on regional and EU level**, as well as **barriers against commercialisation and innovation uptake** and **specific needs for support**.

Identify bottlenecks

- Vote/prioritise today possible set of bottlenecks against commercialization and scale-up and services needed
- Gathered through TM CSA Phase, regional coordination meetings, available studies of S3 platforms, early findings of the Survey

- Survey

×

+

https://ec.europa.eu/eusurvey/runner/VSCT-Survey

☒ Save a backup on your local computer (disable if you are using a public/shared computer)

Interregional Partnership "Virtual and Smart Cultural Tourism" - Stakeholder Survey

Fields marked with * are mandatory.

Disclaimer



The European Commission is not responsible for the content of questionnaires created using the EUSurvey service - it remains the sole responsibility of the form creator and manager. The use of EUSurvey service does not imply a recommendation or endorsement, by the European Commission, of the views expressed within them.

Pages

Start

About you

Thank you



Interregional Partnership
Virtual and Smart
Cultural Tourism

Virtual and Smart Cultural Tourism Consultation Process

The aim of this survey is to gather stakeholder input for designing and implementation interregional structures and support mechanisms for successful innovations, scale-ups and commercialization of business cases in the field of Virtual and Smart Cultural Tourism. The project sees Virtual and Smart Tourism as the application of digital technologies to learn, discover, experience and consume cultural attractions in a tourism destination.

This survey is launched under the Interregional Partnership for "Virtual and Smart Cultural Tourism" (VSCT Pilot Partnership) has recently been selected as a Pilot partnership by the European Commission to be supported under European Regional Development Fund (ERDF) to boost innovation and commercialisation in the field of Sustainable and Digital Tourism against the negative effects of coronavirus crisis.

Your response to survey questions will be used to identify:

- possible business cases to receive support via VSCT Pilot in synergy with Regions and European Commission,
- barriers against commercialization and market-uptake encountered by regional actors,
- specific needs of support for successful innovations and commercialization.

About the VSCT-Partnership: This interregional partnership is coordinated by the Time Machine Organisation, involves five regions Lower Austria, Greater Amsterdam, Galicia/Spain, Paris/France, Saxony/Germany, and Cyprus led by Thüringen, Germany. The Pilot was launched in January 2021 and will last for one year. It is a cooperation of regions whose key smart specialisation priorities and activities are linked to tourism industry, and who need responsive strategies to better align innovation activities and value chains. It aims to implement effective solutions for bringing innovations to the market



Task Area 3: Matchmaking and Regional Connections

Objective: Activities will be carried out to identify business ideas and investment areas identified during mapping exercises. These identified areas of cooperation will be baseline for business cases.

TA 3.1. Regional Workshops (M3-5): Identify, develop and explore shared business opportunities among regional stakeholders

- regional governments
- clusters
- research and technology institutions
- chambers
- industry
- innovation agencies
- business mentors
- investors
- SMEs

Stakeholders will cooperate to identify synergies for joint projects. Interactions of stakeholders will be managed in/across regions. Centrally managed, Coordination Team will be the main operational power here. Support from regions to reach appropriate stakeholders.

The result: elaborated business needs, bottlenecks and challenges to commercialization and scale up.

TA 3.2. Matchmaking & Knowledge Exchange Platform (M4-5): An online knowledge exchange platform will be established to enable communication and matchmaking among regional stakeholders. Help identifying business cases.

Deliverables	D 3.1. A longlist of business case proposals and bottlenecks is produced (M5)
Regions	Leader: Thuringia, Germany Contributors: all
Support from Regions	Co-hosting and communication of workshops
Timing	M3-M5



Progress so far...

Regional Coordination Meetings are realized with the regional starting advisors and partners (9th-17th of March)

- Discussions of regional perspectives of the Pilot Action
- Elaborations with regards to tasks/actions
- Early discussions on bottlenecks and business ideas
- Regional Workshops early scheduling (options)
 - ✓ Paris: 10 May, 21 May
 - ✓ Galicia: Around 21 June
 - ✓ Amsterdam: Beginning of June
 - ✓ Lower Austria: to be scheduled in May
 - ✓ Cyprus: 13 May
 - ✓ Saxony: 20 May, 28 May
 - ✓ Thuringia: to be scheduled in May
- April: Coordination Team will further work to organize workshops (propose format & content) in collaboration with regions

As VSCT Pilot with ERRIN: Plan to organise **Digitisation, Cultural Heritage and Smart Tourism Infoday and Matchmaking Event** following official launch of calls Horizon Europe, ERASMUS +, Creative Europe, INTERREG, COSME (wide coverage of new programmes-offer funding for DCH and ST)

- Public event; focus on bringing together VSCT, ERRIN community + beyond
- Introduce funding opportunities proposed by the EC, through direct involvement of EC officials and NCPs to present calls (**informative session**) and enable collaboration among participants for the calls for proposals covered in the event (**matchmaking session**).
- Plan to link this event to matchmaking exercises, business idea development pipelines and building synergies with EU funding



Task Area 4: Portfolio of Business Cases for VSCT

Objective: To deliver a set of 4-8 business cases by the end of 2021, including financial pipelines. Those elaborated business cases will be translated into concrete actions /and will enter to commercialization phase.

TA 4.1. Define Business Cases for Demonstration (M5-M7)

A list of 4-8 business cases will be selected, forming the basis of commercialization phase. Ideally one for each region, more are possible. This portfolio produced out of connect phase is entering into demonstration phase here and will serve both for the design/use of support services (TA 5).

TA 4.2. Actions for Prototypic Business Cases Demonstration (M8-12): The business cases will be elaborated to propose concrete actions to be taken at regional or interregional scales. Guidance will be enabled in support of business planning for the defined business cases in conjunction with TA5:

- co-investment models
- IP and certification support
- business coaching
- training
- consultancy
- cooperation with industry
- overview and access to EU/regional funding

Deliverables	D 4.1. List of 4-8 Business Cases for Demonstrations (M7) D 4.2. Actions for Business cases are identified and reported (M12)
Regions	Leader: Thuringia, DE Contributors: all
Support from Regions	Contribution to identification of Business Cases and actions for them.
Timing	M5-M12



Task Area 5: Support Tools for Innovation and Commercialisation

Objective: Compilation of a set of services to be offered and aligned in accordance with bottlenecks and business cases

- Model: co-use of existing regional/EU services (e.g. EU servicing entities, services of the TMO).
- Compilation of services to address bottlenecks (TA2) and to support business case pilots (TA4).
- In turn services will be used to support the pilot cases (TA4) – a further extension of highly demanded tools will be part of the sustainability planning (TA6)

TA 5.1. Innovation Toolbox (M6-12): This toolbox will be built based on specific needs of business cases (TA4) and will be based on EU-scale/regional support instruments & services to address identified bottlenecks. This may contain support for:

- business planning, launch new ventures/start-ups and new value chains
- access to existing regional/EU business seed-funding
- overview and support to access EU and regional funding
- co-use of regional infrastructures
- Mentoring and access to digital skills
- IPR management

TA 5.2. Competence Building (M4-12): trainings and consultancy will be offered to regional actors to address their needs for developing skills and access to knowledge i.e. developing business models, access to digital tools and entrepreneurship skills.

- **Time Machine Academy:** enabling co-use of TM Academy for digital tool trainings.
- **Training support:** access to training services and mechanisms offered by regions in a tailored way for the business cases (cooperate with regions).

Deliverables	D 5.1. A Toolbox for Innovation build on extant services serve most urgent bottlenecks is developed and offered to stakeholders (M12)
Regions	Leader: Thuringia, Germany Contributors: all
Support from Regions	Enabling co-use and tailoring of existing support and training tools and mechanism.



Task Area 6: Sustain the Partnership

Objective: make use of the results obtained through the pilot phase and develop a roadmap for its scale up phase → 2 years vision following the pilot phase.

- *Build on barriers dysfunctional framework conditions identified against commercialization and innovations.*
- *Include concrete actions tailored for business cases*
- *Build on extant regional and European structures, funds and support mechanisms*

TA 6.1. Roadmap Preparations (M10-13): The roadmap will entail concrete action to support business cases (Business and Investment Planning for BCs) and to boost commercialization and to upscale investments/projects. Also, the results obtained via tasks will be included (reflect on lessons learnt perspective).

An interregional alliance is foreseen based on shared objectives, cross-functional support schemes, structures, communication channels.

TA 6.2. Sustainability Plan (M5-13): The sustainability of the roadmap and the interregional alliance (via this pilot phase) will be discussed with EC (together with regional partners) to define scale-up opportunities via synergic use of EU/regional funding and initiatives. A forward looking exercise (integral part of the roadmap).

Deliverables	D 6.1. Partnership roadmap is prepared and made available (M13)
Regions	Leader: Thuringia, Germany Contributors: all
Support from Regions	Feedback / Revisions of the planning documents
Timing	M5-M13



	Tasks*	Jan.	Feb.	Mar.	Apr.	May.	June	July	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.
Structure	Coordination office		✓											
	Technical meetings		✓	✓										
	Regional endorsers		✓											
	Website			✓										
	External Experts													
Learn	Online survey			✓										
	Desk research													
	List of stakeholders													
Connect	Reg. Workshops													
	Matchmaking													
	BCs Long List													
Demonstrate	BCs Short List													
	Actions for BCs													
Commercialise	Innovation Toolbox													
	Competence building													
Sustain	Partnership Roadmap													

* Tasks in bold: actions and planning are launched



Thank you!

Please share your feedback, questions and comments on the foreseen actions!



Voting of Draft Bottlenecks and Services

4 Sets of Bottlenecks, 5 Sets of Services

References

- Dredge, D., Phi, G., Mahadevan, R., Meehan, E., & Popescu, E. S. (2018). *Digitalisation in Tourism. In-depth analysis of challenges and opportunities (GRO-SME-17-C-091-A)*.
- European Commission. (2017). *Management and Content Provision for ICT and Tourism Business Support Portal*.
- JRC. (2020). *Behavioural changes in tourism in times of COVID-19*.
- NeMo. (2021). *Follow-up survey on the impact of the COVID-19 pandemic on museums in Europe. Final Report*.
- Time Machine FET-FLAGSHIP-CSA. (2020). *Time Machine: Big Data of the Past for the Future of Europe. A proposal to the European Commission for a Large-Scale Research Initiative*. Brussels.
- VSCT (2021). Preliminary survey results (27.03.2021).

Bottleneck Set 1 - Limited access to and use of content, products and data

- **Creation – elaboration of ideas, contents and products:** limited availability and usability of data for creative ideas, open and interoperable infrastructures for exploration of content, proactive marketing as “What travellers want, before they know they want it”
- **Transmission/exhibition/reception – provisioning access to creative products for consumption:** lack of collective licensing frameworks and other security mechanisms
- **Cost of implementation and maintenance** of digitization of collections, contents and creation of supportive networks
- **Lack of acceptance / awareness:** Digital tools in cultural tourism are hindered by lack of awareness and acceptance by stakeholders.
- **Access to adequate tools and data:** Digital tools and detailed historical data are often not findable, accessible or not easy to adopt nor adequate to usage scenarios.

Bottleneck Set 2 – Barriers against market entry, access to finance and support for business planning

- **Production/Publishing – the making of original, non-reproducible or reproducible work:** lack of easily accessible resources, legal mechanisms, tailored business models, easy to use software tools, dissemination and distribution channels
- **Dissemination/Trade – dissemination of cultural products to make them available to consumers and distributors:** barriers to enter the market and disseminate creative outputs, lack of reach and visibility, Fear of *“offer and demand”*
- **Lack of business support:** access to investors, customers, business intelligence, marketing strategies and models
- **Limited access to finance:** identifying the right funding mix, overview of EU and regional funding instruments, access to seed funding
- **Barriers against gathering and establishing data – data driven marketing, utilizing new customer insights/data and purchasing paths**
- **Travel restrictions / social distancing:** Especially the combination of physical / virtual experiences may be hindered due to travel restrictions by pandemic situation

Bottleneck Set 3 - Lack of supportive legal and IPR framework

- **Lack of legal framework:** legal mechanisms, licencing frameworks, authenticity and security mechanisms
- **Lack of IPR support:** open questions related to intellectual property rights and managing IP assets

Bottleneck Set 4 - Lack of and limited access to skills and competence building

- **Hindered access to skills and capacity building:** lack of knowledge, skills (inc. digital skills) and strategic planning required by companies for innovative outputs,
- **Lack of specific training** in the area of digitization in most of the culture-linked institutions and projects to integrate/improve the digital solution to promote virtual and smart cultural tourism



Interregional Partnership
Virtual and Smart
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Voting on draft bottlenecks



Service Set 1 - Making contents, products and data available and accessible

- **Make data and tools available and used:** such as large quantities of multimodal data to support the exploration and retrieval of yet undiscovered patterns, connections and observations
- **Support production of content by easily searchable, high-quality resources,** smart metadata models to integrate digital objects in different variations to tell different stories
- **Support for access to data and creative content:** links with servicing entities to enable ethically and legally making data and creative content accessible to companies
- **Involve infomediaries** (large-scale tourist agencies and aggregating platforms) **to launch the technology-driven smart tourism products** based on regional narratives.

Service Set 2 - Support for market entry, access to finance and business planning

- **Support for market entry** through new business models, licensing frameworks, support for start-ups, access to finance and high-quality resources, to increase bargaining power. Launch Pilot technology-driven products and services to be tested on targeted tourist profiles through the technology-driven products.
- **Enable revenue models for digital products/content:** enable Collective licensing frameworks and other security mechanisms (e.g. smart contracts) will support smaller actors in the sector and provide sustainable revenue streams.
- **Better data management:** access to servicing entities to enable use of big data and digital applications to improve tourism businesses and start-ups
- **Supporting Business Plans:** business coaching and consultancy, developing business models and plans; assessing and improving marketing and sales strategies
- **Access to Finance:** supporting the identification of appropriate financial resources and funding mix, provide an overview of EU and regional funding opportunities, grant consulting
- **Matchmaking of stakeholders:** project and investment pitches, workshops to refine investment pipelines, bring together investors, business intermediaries, technology providers, companies to strengthen partnerships/networks, share knowledge and practices
- **Engage the community** in activities to promote tourist visits to the territory through digitized cultural heritage projects.

Service Set 3 - Access to supportive legal and IPR services

Access to legal support: access to servicing entities to provide advice and support in legal, certification and licencing issues, a certification institute/trustee providing specific seal/standards in publicly available mega data.

IPR Helpdesk: access to servicing entities to manage and valorise Intellectual Property (IP) Rights and IP assets

Quality and standards: services & consultancy for standardisation and quality management of content, processes, products, application of quality standards.

Service Set 4 - Access to skills and building competencies

Access to skills, knowledge and technology: Establish structures for staff training and digital skills acquisition: such as joint master and training programmes,

Overview of technology centers and providers, offer to test and experiment with new applications, links with right persons/institutions to get technology/innovation expertise and services

Service Set 5 – Support for monitoring and consultancy

Create an observatory to monitor activities, identify and analyse bottlenecks

Set up a consulting response team to respond to bottlenecks and formulate proposals to positively impact the economic development of the sector



Interregional Partnership
Virtual and Smart
Cultural Tourism



Voting of draft services



Mentimeter



Meeting Agenda
30 March 2021, 13:30-16:30 CET

Venue: [Webex-Link](#) Password: vsct

13:30 – 14:00	<p>Introducing the Interregional Partnership</p> <p><i>The partnership for Virtual and Smart Cultural Tourism at a glance</i></p> <ul style="list-style-type: none">• Sander Münster, Coordinator of the Partnership/TMO/Thuringia Region <p><i>Introduction: context, objectives and general timeline for the implementation of the pilot action</i></p> <ul style="list-style-type: none">• Laurent de Mercey, EC-Directorate-General for Regional and Urban Policy <p><i>Cultural Heritage – EU Policy Context</i></p> <ul style="list-style-type: none">• Anne Grady, EC-Directorate-General for Education and Culture
14:00 – 14:45	<p>A strong network in Virtual and Smart Cultural Tourism: The partnering regions</p> <ul style="list-style-type: none">• Moderator: Sander Münster
15:00 – 16:00	<p>Defining the Action Plan: Interactive Discussion Round</p> <p><i>The partnership planning for 2021</i></p> <ul style="list-style-type: none">• Selda Ulutas Aydogan, VSCT Coordination Team <p><i>Definition of the action plan</i></p> <ul style="list-style-type: none">• Moderator: Sander Münster <p>- <i>prioritisation of obstacles to be removed</i></p> <p>- <i>list of services needed by the partnership to overcome the obstacles</i></p> <p>- <i>agreement on actions to be taken</i></p>
16:00 – 16:30	<p>Closing</p> <p><i>Wrap-up and next steps</i></p> <ul style="list-style-type: none">• Sander Münster• Laurent de Mercey

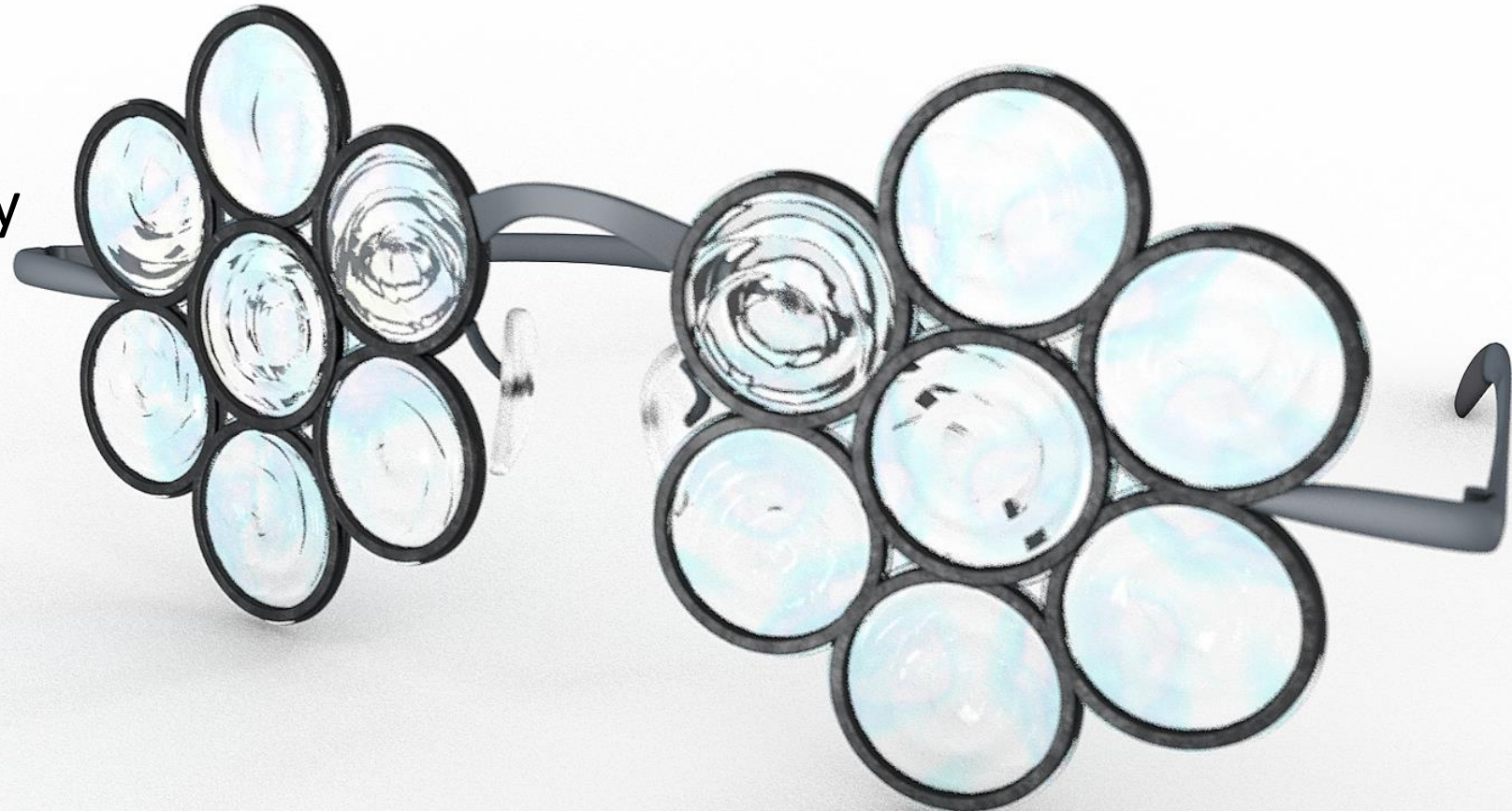


16:00-16:30

Closing

Wrap-up and next steps

Sander Münster
Laurent de Mercey





VSCT Survey

Please participate in the
Stakeholder Survey

<https://ec.europa.eu/eusurvey/runner/VSCT-Survey>



Interregional Partnership "Virtual and Smart Cultural Tourism" - Stakeholder Survey

Fields marked with * are mandatory.

Disclaimer

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About you

Thank you



Interregional Partnership
Virtual and Smart
Cultural Tourism

Virtual and Sustainable Digital Tourism Consultation Process

The Interregional Partnership for "Virtual and Smart Cultural Tourism" have recently been selected as a Pilot S3 partnership by the European Commission to be supported under ERDF to boost interregional innovation projects in the field of Sustainable and Digital Tourism against the negative effects of coronavirus crisis.

About the VSCT-Partnership: This interregional partnership is coordinated by the Time Machine Organisation, involves five regions Lower Austria, Greater Amsterdam, Galicia/Spain, Paris/France, Saxony/Germany, and Cyprus led by Thüringen, Germany. It was submitted to the Call for expression of interest launched by DG REGIO. Call for expression of interest for Covid-19 Response and Recovery Partnerships - Pilot Action for Interregional Innovation. The Pilot is launched in January 2021 and will last for one year.

It is a cooperation of regions whose key S3 priorities and activities are linked to tourism industry, and who need responsive strategies to better align innovation activities and value chains. It focuses on the topic of Virtual and Smart Cultural Tourism and aims to implement effective solutions for bringing innovations to the market and better cope with bottleneck encountered by regions on digital and sustainable tourism.

About the Time Machine Organization (TMO): The TMO is a vibrant international organisation for cooperation in technology, science and cultural heritage and a network of 14.000 institutions including world-leading scientists, innovators and other key players from civil society. TMO received €1mn Coordination and Support Action (CSA) funding from Horizon 2020 Programme under FET Flagship Programme to develop 10-year roadmap for a Large-Scale Research Initiative. TM Project aims digitization of past and bring 5000 years of European history into life. It aims digitisation of millions of historical documents, paintings and monuments, and the digital transfer of these data into a large historical computer simulation. The scientific vision behind the TM is structured around the concept of "Big Data of the Past" and to build a large-scale digitisation and computing infrastructure.



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Digitisation, Cultural Heritage and Smart Tourism Infoday and Matchmaking Event

Cross-Funding Scheme
Matchmaking Event:

- Horizon Europe
- Creative Europe
- ...

In May 2021

Partnering:



ERRIN European Regions
Research and Innovation Network





Thank you!

vsct@timemachine.eu

