



Be.CULTOUR:

“Beyond CULTural TOURism: human-centred innovations for sustainable and circular cultural tourism”



HORIZON 2020

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Abstract

Be.CULTOUR aims to empower European regions to co-create innovative, circular solutions for heritage regeneration and regional development beyond cultural tourism. The objectives and impact of the project are based on the implementation of co-creation activities, the development of Local Action Plans and innovative solutions for circular cultural tourism in six pilot ecosystems located in Italy, Spain, Cyprus, Sweden, Serbia and the cross-border region of North-East Romania-Moldova. As a partner to the consortium, each pilot ecosystem has identified a specific Pilot Heritage Site on which the project's methodology will be applied, tested, and validated. This will be done together with the local stakeholders engaged in local Heritage Innovation Networks, working together amongst each other and actively involved in the participation in the Be.CULTOUR Community of Practice. In parallel, a Community of Interest is developed to engage additional organisations (mirror ecosystems) committed to engaging in a peer-learning programme and replicating the Be.CULTOUR methodology in their territory, with their resources.

This document introduces the project video.



Partners involved in the document

Participant No	Participant organisation name	Short Name	Check if involved
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2	European Regions Research and Innovation Network	ERRIN	x
3	ICLEI Europe – Local governments for sustainability	ICLEI	
4	Iniziativa Cube S.r.l.	INI	
5	Uppsala University	UU	
6	Haute Ecole ICHEC - ECAM - ISFSC	ICHEC	
7	Open University of the Netherlands	OUNL	
8	APT Basilicata	APT-BAS	
9	Diputación Provincial de Teruel	PGT	
10	Larnaca and Famagusta Districts Development Agency	ANETEL	
11	Laona Foundation	LAONA	
12	Västra Götaland region	VGR	
13	Stalna Konferencija Gradova I Opstina	SCTM	
14	Agentia Pentru Dezvoltare Regionala Nord-Est	NERDA	
15	Verde e Moldova	VEM	



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1. Description of the Project

Be.CULTOUR stands for "Beyond CULTural TOURism: heritage innovation networks as drivers of Europeanisation towards a human-centred and circular tourism economy". It expresses the goal to move beyond tourism through a longer-term *human-centred* development perspective, enhancing cultural heritage and landscape values.

Cultural tourism entails opportunities but also risks. Tourism as a whole can be a highly volatile economic sector. If not managed properly, cultural tourism can also easily turn into a "value extractive" industry, generating negative environmental, social and cultural impacts on local communities and ecosystems. This project will **develop specific strategies to promote an understanding** of cultural tourism, which moves away from a "stop-and-go" consumer-oriented approach towards one that puts humans and circular economy models at its centre, paying attention to nature, communities and cultural diversity. "Place", intended as the *genius loci*, the ancient spirit of the site expressing its "intrinsic value" and "people" as **co-creators** of its uniqueness, culture, art, tradition, folklore, productivity, spirituality, as well as its "time space routine", are the focus of Be.CULTOUR, which aims at realising a longer-term development project for the pilot areas involved.

The overarching goal of Be.CULTOUR is to **co-create and test sustainable human-centred innovations for circular cultural tourism through collaborative innovation networks/methodologies and improved investments strategies**. Targeting deprived remote, peripheral or deindustrialised areas and cultural landscapes as well as over-exploited areas, local **Heritage innovation networks** will co-develop a long-term heritage-led development project in the areas involved enhancing **inclusive economic growth, communities' wellbeing and resilience, nature regeneration** as well as **effective cooperation** at cross-border, regional and local level.

Wide and diversified partnerships of stakeholders from **18 EU and non-EU regions** of Northern-Central and Southern Europe, the Balkans, the Eastern neighbourhood and the Mediterranean will be the driving force of the project. A **community of 300 innovators** (which includes regional authorities and municipalities, clusters and associations, museums and tourist boards, entrepreneurs, chambers of commerce, citizens, researchers, practitioners as well as project partners) in **6 pilot regions** will **co-create innovative place-based solutions for human-centred development through sustainable and circular cultural tourism**.

Collaborative "Heritage innovation networks" will be established in **6 European deprived remote, peripheral and deindustrialised areas and cultural landscapes** identified as "pilot

innovation ecosystems": committed to the project's objectives, they have defined clear cultural tourism-related challenges requiring innovation that will serve as the basis for the collaboration with the **16 additional "mirror innovation ecosystems"**. Mutual learning and up-scaling of business solutions will be the objectives of the collaboration between pilot and mirror ecosystems, building the sustainability of the project's results beyond its lifetime.

By adopting a human-centred quadruple/quintuple helix approach to co-design, **Be.CULTOUR will result in 6 community-led Action Plans, 18 innovative human-centred solutions and six close-to-market prototypes** of new cultural tourism integrated services and products: these will directly contribute to **inclusive economic growth, communities' wellbeing and resilience, and nature regeneration** in pilot and mirror regions, **stimulating effective cooperation** at a cross-border, regional and local level. The core partners of the consortium will progressively build Be.CULTOUR sustainability by broadening the interregional collaboration while anchoring it to relevant EU initiatives in the academic, business and institutional realms.

1.1 Be.CULTOUR specific objectives

The scopes of the Be.CULTOUR project will be achieved through a set of specific, measurable, achievable, realistic and time-constrained (SMART) specific objectives:

Objective 1 – To assess the impacts and market potential of sustainable and circular cultural tourism at national, regional and local level through multidimensional quantitative and qualitative indicators, innovative statistical methods and advanced smart data management systems;

Objective 2 – To build a Community of Practice of 6 pilot regional ecosystems and a Community of Interest with 16 "mirror ecosystems" in EU and non-EU countries actively engaged in knowledge-sharing and exploitation of Be. CULTOUR's approach, methodology, tools, and innovative solutions for sustainable and circular cultural tourism;

Objective 3 – To co-develop 6 Action Plans for sustainable and circular cultural tourism by establishing collaborative "Heritage innovation networks" in 6 pilot regions in Northern-Central and Southern Europe, the Balkans, the Eastern neighbourhood and the Mediterranean;

Objective 4 – To co-develop, prototype and test human-centred and place-specific product, process and service innovations for sustainable and circular cultural tourism in pilot heritage sites;

Objective 5 – To provide policy recommendations for more effective use of European Structural Investment Funds (ESIFs) and other EU funds to support cultural tourism innovation ecosystems

in pilot and mirror regions, and develop a proposal of evolution of ESIFs through synergies with other public funds;

Objective 6 – To contribute to deepen cultural Europeanisation through information and educational activities focused on the European history, identity and culture expressed in tangible and intangible cultural heritage and cultural landscapes, developing European Cultural Routes and European Heritage Labels in pilot heritage sites.

All partners have wide experience in developing and testing the Be.CULTOUR proposed approach, methodology and tools, ensuring the effective and time-constrained achievement of all the above-mentioned specific goals.



2 Introduction

Be.CULTOUR aims to empower European regions to co-create innovative, circular solutions for heritage regeneration and regional development beyond cultural tourism. The objectives and impact of the project are based on the implementation of co-creation activities, the development of Local Action Plans and innovative solutions for circular cultural tourism in six pilot ecosystems located in Italy, Spain, Cyprus, Sweden, Serbia and the cross-border region of North-East Romania-Moldova. As a partner to the consortium, each pilot ecosystem has identified a specific Pilot Heritage Site on which the project's methodology will be applied, tested, and validated. This will be done together with the local stakeholders engaged in local Heritage Innovation Networks, working together amongst each other and actively engaged in the participation in the Be.CULTOUR Community of Practice. In parallel, a Community of Interest is developed to engage additional organisations (mirror ecosystems) committed to engaging a peer-learning programme and replicating the Be.CULTOUR methodology in their territory, with their resources.

This document introduces a set of created promotional materials and established means for disseminating the activities of the Be.CULTOUR project.

This document introduces the project video.

2.1 Document structure

The document is structured as follows:

Section 1 described the Be.CULTOUR project in brief;

Section 2 introduced the objectives of this document;

Section 3 provides information on WP5 "Exploitation of Be.CULTOUR innovative solutions, dissemination and communication";

Section 4 describes the project video script, storyboard and draft.

3 Project video

A short animated project video is in the making to demonstrate the aim and purpose of the project and to present the six pilots and sixteen mirror ecosystems.

The project video will be available on the Be.CULTOUR website at the following link: <https://becultour.eu/project-video>.

All project videos generated during the project will be available on the official website and regularly posted on the social media channels. They will also be shown during the local workshops and meetings to present the Be.CULTOUR project.

3.1 Script

The video presents the main concept and approach of the project, as well as the pilot heritage sites and the Community of mirror innovation ecosystems engaged. The following description will be the base of the video script:

“Welcome to Be.CULTOUR, the “Beyond CULTural TOURism: heritage innovation networks as drivers of Europeanisation towards a human-centred and circular tourism economy” - a project funded from the Horizon 2020 programme.

Be.CULTOUR’s main goal is to move beyond tourism through a longer-term human-centred development perspective, enhancing cultural heritage.

This project will develop specific strategies to promote an understanding of cultural tourism, which moves away from a consumer-oriented approach towards one that puts humans and circular economy models at its centre, paying attention to nature, communities and cultural diversity. Innovation is a fundamental keyword, linked to local networks: Be.CULTOUR aims to co-develop innovative solutions for circular cultural tourism with local communities.

Six European regions will offer real-life settings to co-create and test human-centred innovations for circular cultural tourism. Larnaca (Cyprus), Basilicata (Italy), Aragon (Spain), Västmanland (Sweden), Vojvodina (Serbia) and Romania – Moldova cross-border region, will test innovations in local heritage innovation networks.

Be.CULTOUR will also build a Community of 22 regions and communities committed to shaping the future of cultural tourism in their territory. Together, the regions will learn and develop methodologies, tools and practices fostering regional development through circular cultural tourism.

Follow Be.CULTOUR on social media and connect with the wider Community!”

3.2 Storyboard

<u>Script</u>	<u>Visuals</u>
<p>Scene 01</p> <p>Welcome to Be.CULTOUR, the “Beyond CULTURAL TOURism: heritage innovation networks as drivers of Europeanisation towards a human-centred and circular tourism economy” – a project funded from the Horizon 2020 programme.</p>	<p>Scene 01</p> <p>Logo is animated on screen</p> <p>Small text underneath: <i>This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 101004627</i> <i>Call: H2020-SC6-TRANSFORMATIONS-2020 – Type of action: IA (Innovation action)</i></p>
<p>Scene 02</p> <p>Be.CULTOUR’s main goal is to move beyond tourism through a longer-term human-centred development perspective, enhancing cultural heritage.</p>	<p>Scene 02</p> <p>Logo moves to the top left corner.</p> <p>Animation with groups of people working together. Architecture and nature icons in the background.</p>
<p>Scene 03</p> <p>This project will develop specific strategies to promote an understanding of cultural tourism, which moves away from a consumer-oriented approach towards one that puts humans and circular economy models at its centre, paying attention to nature, communities and cultural diversity. Innovation is a fundamental keyword, linked to local networks: Be.CULTOUR aims to co-develop innovative solutions for circular cultural tourism with local communities.</p>	<p>Scene 03</p> <p>Mind map as a full screen image (keywords appearing one by one on the screen).</p>
<p>Scene 04</p> <p>Six European regions will offer real-life settings to co-create and test human-centred innovations for circular cultural tourism. Larnaca (Cyprus), Basilicata (Italy), Aragon (Spain), Västra Götaland (Sweden), Vojvodina (Serbia) and Romania – Moldova cross-border region, will test innovations in local heritage innovation networks.</p>	<p>Scene 04</p> <p>The map can be seen faintly in the background. Photos appearing on the screen in different places on the map, the screen moves/ zooms in from one to another (as in Prezi presentation). Instead of original photos, we would like the photos to be shown with filters as sketches - appearing in a form of drawing, painting or animations (examples below).</p>

<p><i>Scene 05</i></p> <p>Be.CULTOUR will also build a Community of 16 mirror regions and communities committed to shaping the future of cultural tourism in their territory. Together, the regions will learn and develop methodologies, tools and practices fostering regional development through circular cultural tourism.</p>	<p><i>Scene 05</i></p> <p>Map of Europe can be seen in the background. Icons of people appearing on the map in the indicated regions with arrows symbolizing cooperation.</p>
<p><i>Scene 06</i></p> <p>Follow Be.CULTOUR on social media and connect with the Community!</p>	<p><i>Scene 06</i></p> <p>The map zooms out and we see groups of people and icons of architecture and nature faintly in the background.</p> <p>In the middle icons of Twitter, LinkedIn, Facebook and Instagram appears with a line: @BeCULTOUR</p>

Table 1 – Storyboard basic elements

3.3 Video making

Below the main screenshots from the video (in the making) are presented, to show how the visual and dynamic of the presentation video will be organised according to the contents.



Figure 1 - Scene 01 – Project logo and funding with animation



Figure 2 - Scene 02 – Key elements of cultural tourism



Figure 3 - Scene 03 – Project keywords



Figure 4 - Scene 04 – Pilot heritage sites (dynamic presentation)



Figure 5 – Scene 05 – Mirror innovation ecosystems



Figure 6 – Scene 06 – Join the Community!

4 Conclusions

The storyboard and animated images ideated to present the project contents are provided in this document. A careful review process of the final product conducted by project partners will ensure high quality and effectiveness to support the project communication. The presentation video has been designed to be short and direct, about one and half minute, in order to be used as introduction for project events, social media pages, and the official website, placed in the homepage as well as in the dedicated webpage.

The communication strategy of the project includes a specific communication campaign for the Hackathon initiative, which Call for Innovative Solutions was launched in March 2022. The video is meant to support the Hackathon communication campaign, as well as main project events such as the Hackathon in Brussels, the final conference, other international events to be organised under the flags of the New European Bauhaus initiative, EU Week of Regions and Cities, Re-think - Circular Economy Forum in Italy, and other upcoming events at local and international level in which Be.CULTOUR will have a relevant role.

The launch of the video will be planned once approved and since then it will remain the main “business card” to engage the wider public and promote the innovations developed.