Measuring the Impact of Digital Culture

inDICEs

Deliverable 5.10

Capacity Building Report - V2

D5.10 – Capacity Building Report

Version 2.0

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Project co-ordinator name, Title and Organisation:	**Simonetta Buttò, Director of the Central Institute for the Union Catalogue of the Italian Libraries (ICCU)**
Tel:	**+39 06 49210425**
E-mail:	**simonetta.butto@beniculturali.it**
Project website address:	**http://indices-culture.eu/**

Author: **Isabel Beirigo/Johan Oomen**

                                     Netherlands Institute for Sound & Vision

Contributing partners: **Julia Pagel (NEMO) [reviewer]**

                                     Marco Fiori (MCA) [reviewer]

                                     Katinka Böhm (WLT)

                                     Arno Scharl (WLT)

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Executive Summary

This deliverable provides an overview of the Capacity-Building strategy, which was carried out during the second and third year of the inDICEs project within WP5 Dissemination, Stakeholder engagement and Exploitation. The document analyses the outcomes of the Capacity-Building plan and identifies the reach of the project toward the target audiences. Taken from the previous report, the document defines the activities and resources that partners of the project have organised to ensure the successful use and uptake of the Open Observatory platform and outcomes of the project by target audiences. This report is the second iteration of two versions and has been updated accordingly with the activities held within the project. This second version provides the results of the activities hereby described.

1 Introduction

The main goal of inDICEs is to empower policy-makers and decision-makers in the Cultural and Creative Industries (CCI) to fully understand the social and economic impact of digitisation in their sectors and address the need for innovative (re)use of cultural assets by tracking policies in an open observatory and establishing policy priorities for successful digital transformation and future governance of cultural and creative content ecosystems.

To this end, inDICEs developed a methodology and an Open Observatory platform for CHIs and researchers where they can make strategic decisions allowing them to increase their positive contributions to the CCI and society. For their own part, policy-makers and CHI's had, along the project and beyond, access to a framework to assess the impact of cultural heritage and a dashboard to keep track of the advancement of the impact of cultural heritage in Europe. See section 3.3 of this document.

The Open Observatory[1] platform presents to the visitor diverse outcomes of the project sorted by target audiences. The platform offers Capacity-Building tools, through courses and playbooks, that allow CH's professionals to improve their knowledge and share their experiences beyond the duration of the project. Aiming to keep the platform alive, this participatory space will remain open for everyone to initiate different participatory processes. At the same time, the project partners will act as ambassadors to moderate the platform.

After a brief description of the objectives and target audience analysis (chapter 2), this deliverable describes 10 capacity-building activities and a list of digital resources available online (chapter 3). Finally, chapter 4 presents the conclusion of the document.

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[1] https://participate.indices-culture.eu/

2 Capacity-Building Plan - results

The first version of the capacity-building report had punctuated actions to ensure the success of the engagement in the capacity-building plan. In the next sections we will discuss the results of these activities and how successful they were along the project.

2.1 Goals of the Capacity-Building plan

Two main goals were outlined in the first version of the Capacity-Building report. Namely, diffuse the project main findings and facilitate the use and uptake of these findings by cultural institutions, policy-makers, funding agencies, researchers, practitioner networks, decision makers, as well as Creatives Industries.

Moreover, the capacity-building plan established that the identified target audience would increase their knowledge on IP licences and copyright regulations and management, the use and reuse of cultural assets, value chains for CHIs in the Digital Single Market (DSM), and the use of collaborative platforms and innovative tools developed under the project.

Since 2020, the inDICEs project has been present in more than 10 external events. It also promoted its own events with capacity-building activities and reached out to more than 1100 people. Along the way, the project has developed workshops, online courses and participatory collaboration. One of the capacity-building activities is the MOOC on developing digital transition strategies for CHIs launched in September 2022. In its first edition (September to November 2022) the online course counted more than 340 students who had access to a variety of topics on digital strategies. Taking into consideration all the different capacity-building activities, it has been proven that the Capacity-Building activities carried out by project partners helped target audiences to further develop their own projects and tools to facilitate the (re)use of digital assets and wider their own audiences.

2.2 Analyse of target audiences and participation in Capacity-Building activities

Four main groups of key target audiences were identified in the early stage of the project, namely: Researchers, Cultural Heritage Practitioners and Institutions, Policy makers, and Artistic, cultural and creative communities. Throughout the project the capacity-building activities tried to engage these groups and diverse manners, both online and on-site.

3 Capacity-Building activities

Different consortium partners were responsible for the capacity-building events organisation and coordination. The content definition of the activities were the results of the collaboration of the Consortium members.

The following section outlines key activities carried out in 2022 and 2023. These events and contents were created exclusively to facilitate the use and uptake of the inDICEs outcomes.

3.1 Boot Camp

Democratising participatory research (hybrid 2 days event combining offline and online participation)

inDICEs has developed the Participatory Space, a platform that serves as a collaborative online environment for deliberation, co-creation and transparent dialogue between cultural heritage professionals, policy-makers, researchers and creative industry representatives. In order to facilitate the uptake and use of the platform, Platoniq hosted a Boot Camp with more than 20 participants. The Boot camp had the participation of institutions representatives, researchers, practitioners and communities of practices beyond the inDICEs core partners.

Outcomes: Over the course of the event, participants worked together at the intersection of data, digitalisation and cultural heritage, exploring information as a cultural resource. Attendees gathered in four Flash Task Forces to explore problems and challenges involved in collecting, using, analysing

and visualising data. These intensive sessions had participants using various tools and sharing their hypotheses and conclusions in the inDICEs Open Observatory. Some of the themes discussed were gender inequality in the arts, data-driven political participation and the collection of data for maximum impact in GLAMs (Galeries, Libraries, Archives and Museums).

Timing: November 2021

Consortium partner: Platoniq

Link: https://journal.platoniq.net/en/wilder-journal-1/reports/indices-bootcamp-datathon/

3.2 NEMO and inDICEs workshop on digital performance in museums

Monitoring & Self-Assessing the Digital Performance in Museums

The workshop "Monitoring & Self-Assessing the Digital Performance in Museums" aimed to empower policy makers and decision makers in the CCI to fully understand the social and economic impact of digitalisation in their sectors.

Outcomes: 18 participants from 14 countries, including a few guest participants from outside the Council of Europe, met for an online workshop organized by KU Leuven, NISV and NEMO. The group gained new insights into designing a digital strategy, the goal of digitization efforts, selection criteria for digital collections as well as assessing digital capacity and performance.

Over the course of the three days consultation workshop, the participants discussed how to cope with the rapidly changing digital environment facing the museum, and how to tap into its opportunities while at the same time avoiding pitfalls. Designing a digital strategy and assessing capacity and performance were guiding topics. Time was dedicated to reflecting on the goal of digitization efforts, thinking about identification and selection criteria for digital collections, but there was also the opportunity to go deeper into data management and how it reflects on the supporting workflows. The final session was dedicated to a review and a brief exploration of the potential of digital user engagement, social media, and online community management.

Timing: November 2021

Consortium partner: KU Leuven, NEMO; NISV

Link:

https://www.ne-mo.org/news/article/nemo/nemo-and-indices-workshop-on-digital-performance-in-museums.html

3.3 Visual Analytics Dashboard recorded tutorials and training sessions

The inDICEs visual analytics dashboard is a semantic content exploration system to measure the impact of digital culture based on text mining and natural language processing technologies. Developed by partner WLT, the dashboard provides the visual tools to analyse the public debate and professional stakeholder communication. With the latest release of the inDICEs *Lite Dashboard*, there are two training videos available to get new users accustomed with the various features: The custom inDICEs tutorial[2] also showcased in the MOOC as well as a generic video[3] on WLT's March 2023 release that was the basis for the integration into the inDICEs Open Observatory as a custom widget. For advanced users, there is also an older generic tutorial on the Professional Version.[4]

Outcomes: The provided custom tutorials and related training sessions familiarised users with the dashboard's interactive features, including topic definition and disambiguation as well as the configuration of alerts and data export features. The tutorials are available through the inDICEs Open Observatory platform so users will be able to refer to these at a later time. The training sessions were held online via *GoTo Meeting* and *Google Meet* in small groups of 4-5 participants to cover different interests and focus areas and allow for questions and direct feedback. Three sessions were held in April 2022 over the span of two weeks, each lasting about an hour. After a first introduction of the main capabilities of the inDICEs Dashboard, the included information on how to set up and refine bookmarks, interpret search results and visualise content of a specific source. Recordings of the last two sessions are available in the shared project folder.

In addition to the video tutorials and recorded sessions, a written, introductory tutorial was created as part of D4.5 *Train the Trainers Methodology*, that introduces the various content visualisations of the inDICEs dashboard Lite and provides a hands-on, step-by-step example scenario on its use.

Timing: April 2022

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[2] https://www.youtube.com/watch?v=oMcRSpfuVSA
[3] https://www.youtube.com/watch?v=w_kB8u2tNkU
[4] https://www.youtube.com/watch?v=eVj6u4j55cE

Consortium partner: webLyzard technology

3.4 Transformacja cyfrowa instytucji kultury. Najlepsze praktyki na 2022 rok

The "Transformacja cyfrowa instytucji kultury. Najlepsze praktyki na 2022 rok" ("Digital Transformation of Cultural Institutions. Best practices for 2022") was an online event held on 31 January 2022 by Centrum Cyfrowe on the occasion of the Public Domain Day. During the event the participants were introduced to the inDICEs project and its outcomes showcasing the new opportunities for CH professionals to tackle the digital challenges.

Outcomes: a number of 174 CH professionals, policy-makers and IT professionals from Poland attended the event and actively participated in discussions about the Public Domain and digital strategies.

Timing: 31 January 2022

Consortium partner: Centrum Cyfrowe

Link:

https://centrumcyfrowe.pl/czytelnia/dyskusja-online-transformacja-cyfrowa-instytucji-kultury-najlepsze-praktyki-na-2022-rok/

Video: https://youtu.be/SrSBtJeOGQA

3.5 FIAT/IFTA conference

During the FIAT/IFTA conference 2022 in Cape Town, the consortium partners Centrum Cyfrowe, EFHA and NISV discussed and reflected with the audience the main points of the inDICEs policy recommendation and its applicability to the AV archival sector.

Outcomes: Around 30 AV archives professionals actively participated in the discussions, learning about the inDICEs project and bringing up their own contributions for better resonating the project policy recommendations into the AV archival sector.

Timing: 3-6 October 2022

Consortium partners: Centrum Cyfrowe, EFHA, NISV

Link: https://fiatifta.org/world-conference-2022-cape-town/

3.6 NEMO European Museum Conference

During the NEMO conference 2022 in Loulé - Portugal, the consortium partners NEMO, Centrum Cyfrowe, and KU Leuven discussed and reflected with the audience - 220 museum professionals from 40 countries - the main points of the inDICEs policy recommendation and its applicability to the museum sector.

Outcomes: Around 15 European museum professionals actively participated in the discussions, learning about the inDICEs project and bringing up their own contributions for better resonating the project policy recommendations into the museum sector.

Timing: 9-11 October 2022

Consortium partners: NEMO, Centrum Cyfrowe, KU Leuven

Link:

https://www.ne-mo.org/about-us/european-museum-conference/innovation-begins-within-resilient-museums-in-times-of-disruption/programme.html#monday-10-october

3.7 Online workshop: The inDICEs Self Assessment Tool - monitoring digitization and participatory performance

In November 2022 the online workshop "The inDICEs Self Assessment Tool - monitoring digitization and participatory performance" has been organised by Michael Culture Association and KU Leuven. After an introduction to the inDICEs research results and the Self Assessment Tool, the objective was to reflect on the status of digital approaches in the different complementary museum workflow. In an interactive session, the participants tested hands-on the SAT.

Outcomes: 20 CH professionals and MCA members have attended the online workshop to learn and discuss the inDICEs Self Assessment Tool and they mainly focused their discussions on the sections "Digitization workflow" and "Participatory strategy". The participants gave their opinion on how CH institutions could implement this tool in their workflow.

Timing: 10 November 2022

Consortium partner: MCA, KU Leuven

Link: https://www.youtube.com/watch?v=bYdEdJBKrhY

3.8 The inDICEs policy brief: Cultural heritage institutions operating in the digital realm

The inDICEs policy brief was presented and discussed with members of the CAE (Culture Action Europe) community: 10 representatives from organisations coming from 8 EU countries participated in the policy brief. The target audience was specifically selected to reflect different areas of the Cultural and Creative Sector: the objective was to highlight the possibility of implementing InDICEs policy recommendations in different areas of the sector. The discussion was organized in separated moments of dialogue, reflecting the 5 sections in which the policy paper is structured.

Outcomes: The online webinar was used to acquaint the CAE community with inDICEs policy work and to actively engage them in a conversation on how the recommendations resonate with the activities they develop in their own institutions.

Timing: 7 December 2022

Consortium partner: MCA, EFHA, Centrum Cyfrowe

3.9 MOOC on Developing digital transition strategies for CHIs

The MOOC on Developing digital transition strategies for CHIs is a Massive Open Online Course developed by KU Leuven with the collaboration of other consortium partners, aimed to demonstrate how to implement digital strategies in the Cultural Heritage Institutions (CHI). The course had its first run from 26 September 2022 to 20 November 2022 and it is now in the course of the second run, from 13 March 2023 to 10 April 2023. In its first run, the MOOC had 340 participants and the second run, which is still open for enrollment, has so far 172 active participants.

Outcomes: Students are introduced to a variety of topics (as well as applied case studies) essential for understanding the challenges of digital transformation and at the same time also its importance

for the cultural heritage sector. These topics (which go from participatory strategies to intellectual property rights, from capacity-building to impact assessment) are divided into 6 learning blocks where students acquire their knowledge through video lectures, commented PowerPoint presentations, interviews, readings, etc. Every activity is combined with different types of exercises that allow the learners to apply what they learned in the learning block and to confront their ideas with those of the other students.

Timing: From 26 September 2022 to 20 November 2022 and from 13 March 2023 to 10 April 2023

Consortium partner: KU Leuven

Link:

https://www.edx.org/course/developing-digital-transition-strategies-for-cultural-heritage-institutions

3.10 Community & Digitisation - the new drivers of cultural heritage

The inDICEs project final event took place March 2nd, 2023 at the National Library, Rome. It was a one-day conference with the participation of a broad and international audience. More than 300 (approximately 70 in-person and 230 online) participants from all over Europe, and other countries such as the USA, Canada and India participated.

Outcomes: 300 participants from many different countries[5] had access to presentations and discussion, throughout three sessions, on digital strategies and use cases. Initially the focus of the discussion was the basis of any socio-cultural policy with presentations and critical analysis of existing policies that discuss the facilitation of access and reuse, permeating the different types of cultural consumption, of digital cultural resources. In the following, opportunities to transform the ideas, concepts and suggestions present in the policies into real actions and activities that enable and facilitate access to digital cultural resources were discussed. Furthermore, instruments to measure the effectiveness of such cultural actions and the impact of culture on social and economic development were presented. Finally, to wrap up the day, tools, use cases and good practices were presented with the perspective of understanding and critically assessing how open access to digital assets can transform and positively impact groups and communities directly (or indirectly) connected

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[5] Austria, Belgium, Bulgaria, Canada, Cyprus, Croatia, Estonia, Finland, Germany, Greece, India, Italy, Latvia, Lithuania, Netherlands, Poland, Portugal, United Kingdom, Romania, Spain, United States, Sweden, Swisse, Turkey, Hungary

to cultural heritage institutions (CHIs) and initiatives that aim to preserve and disseminate cultural heritage.

Timing: 2 March 2023

Consortium partners: all consortium partners

Link:
https://participate.indices-culture.eu/conferences/InDICEsCommunityandDigitisation?locale=en

3.11 Digital resources

A series of digital resources has been developed and published to share with key audiences the outcomes of the research undertaken by the different work packages of the inDICEs project. These digital resources include reports, guidelines and recommendations, made into user friendly formats such as downloadable PDFs and videos. The resources include charts or images to illustrate and support the content and are freely available for download on the inDICEs website[6] and Open Observatory[7].

Expected outcome: The aim of the digital resources is to i) share the results and insights of the research undertaken by WP 1, 2 and 3 in a user friendly manner ii) share best practices and recommendations related to IP, copyright, licensing, as well as and use and re-use of digital cultural resources.

Main digital resources publicly available

- Change Impact Assessment Framework[8]

The Change Impact Assessment Framework is a theoretical tool which can guide Cultural Heritage Institutions in assessing the positive impacts of their participatory activities in the digital sphere. The conceptual framework proposes a new perspective, supported by a large collection of literature highlighting the importance of designing for the impact that digital active cultural participation can have on participants in a wide spectrum of psycho-social, environmental and innovation areas.

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[6] https://indices-culture.eu/
[7] https://participate.indices-culture.eu/
[8] https://participate.indices-culture.eu/processes_groups/1

- Co-creating an Impact Lite Crash Course[9]

The Impact Lite training and community task force develops an Impact Lite methodology based on the four phases of the Europeana Impact Playbook. It distils the most essential elements of the four phases into one resource and is accompanied by more interactive learning materials to help increase sector professionals' capacity in conducting impact assessments. In parallel, we want, by the end of the Task Force, to have an outline 'course' to take interested heritage professionals (and others) through a learning and capacity-building journey where they'll learn and be able to use the core components of the Impact Playbook. This course should be light touch, easy to maintain and engaging for users. Examples could include an email course. We aim to invigorate the Europeana Impact Community through these actions.

- MOOC[10]

'Developing digital transition strategies for cultural heritage institutions' is in English and is hosted by KU Leuven via the edX platform. It is aimed at cultural heritage professionals, students, policy makers, and anybody with an interest in discovering how to tackle the challenges of digital transformation. Guided by experts from varied fields (from cultural economics to sociology, from communication to intellectual property rights), participants will learn how to design, assess, and improve digital transformation strategies. The course will provide insights and tools and framework for assessing the impact that cultural heritage institutions' mission and activities can have thanks to new technologies.

- inDICEs 2022 SAT Lite[11]

The SAT Lite gathers the infographics that were designed in the project for the development of the CHI readiness assessment methodology. The graphic designs and representations convey the key concepts that drive the participatory innovation and its monitoring as is envisaged by inDICEs.

- Guidelines for CHIs Digital Transformation[12]

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[9] https://participate.indices-culture.eu/processes/impactlitetraining
[10] https://www.edx.org/course/developing-digital-transition-strategies-for-cultural-heritage-institutions
[11] https://participate.indices-culture.eu/conferences/satLite
[12] https://participate.indices-culture.eu/processes_groups/3

This series of resources provide digital transformation guidelines for cultural heritage institutions (CHIs). They situate digital transformation in the context of opening up GLAM collections, inspired by the work at Europeana Foundation (External link), the Europeana Aggregators' Forum (External link) and the Europeana Network Association (External link). They are based on an in-depth review of the state-of-the-art in self-assessment instruments for heritage institutions, of which the inDICEs self-assessment tool is a further evolution, taken on board insights and lessons learned from the COVID-19 crisis.

- Copyright Guide[13]

The inDICEs Copyright Guide is a tool for professionals in the CH sector which intends to offer a basic guide on how to navigate the complex IPR legislation that is relevant to cultural heritage institutions and their daily work. It provides context and theoretical background focused on CHI practice, followed by a series of references to existing resources and/or recommendations developed through the research carried out in inDICEs.

- SAT Enumerate[14]

The ENUMERATE Self Assessment tool helps cultural heritage professionals receive insights and recommendations for resources based on the latest research.

- inDICEs deliverables[15]

The inDICEs project offers a comprehensive list of deliverables produced throughout the project duration where it's possible to learn more about the results of the project

Target audience: Policy makers, CHIs and CHI practitioners, the GLAM community, researchers

Timing: Publication took place in different periods throughout 2021 and 2023

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[13] https://participate.indices-culture.eu/processes_groups/4
[14] https://participate.indices-culture.eu/users/sign_in
[15] https://indices-culture.eu/deliverables/

4 Conclusion

In conclusion, this document presents an overview of the results of the inDICES project's Capacity-Building activities. The initial objective of the Capacity-Building plan was to facilitate the dissemination and engagement of the target audience in the activities. In addition to facilitating access to the results obtained in the various surveys conducted during the duration of the project.

Over three years, several activities were carried out, such as workshops, presentations at various events, development of tools and digital resources to be available online, online courses, among others. More than 1100 professionals from the cultural sector participated in these activities: heritage professionals, policy makers, decision makers, funding agencies professionals, researchers, practitioners from different networks, as well as creators from creative industries.

Furthermore, a number of digital resources are now available for the general public. These materials have been created for the understanding and adoption of digital strategies that can be used in the daily life of Cultural Heritage Institutions as well as by policy and decision makers who contribute directly to the cultural sector.

Each of the activities described and presented in this document has been designed to benefit participants in the long term. Many of these activities and tools will remain available online at the Open Observatory enabling new users to benefit from the results of the inDICEs project.

Moreover, the consortium partners have committed themselves to the long-term sustainability of the project, including the maintenance of the Open Observatory platform beyond the project duration. The exploitation of the results of the inDICEs project is also guaranteed in the use of its resources and tools by other European projects, e.g. RECHARGE. In addition to this, the maintenance of the project's main results will be available on a dedicated webpage, e.g. the Network of European Museum Organisations (NEMO) is committed to dedicate space in its website specifically for this end. In this way, the results obtained in the distinct Capacity-Building activities described here will survive beyond the usefulness experienced by those who directly participated in these activities.