



CD-ETA
Interreg Europe



European Union
European Regional
Development Fund

Policies and implementation tools in digitization of Museums and Galleries

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ROP – ERDF 2014-2020 (measure 6.7.1)

| OBJECTIVE / EXPECTED IMPACT | EXPECTED IMPACT AT REGIONAL LEVEL | RESULT INDICATORS | REFERENCE ACTION | MAIN TECHNICAL FEATURES OF THE ACTION | OUTPUT INDICATORS |
|---|---|---|---|---|---|
| Improvement of the conditions of standard supply and use of cultural heritage in the main areas of touristic attraction | Increase the attractiveness of the cultural heritage (museums and major cultural attractors) improving conditions for supply and use of reference areas | Number of visitors in the public and non-public institutions (in thousands) per institute (Source Istat-Mibact) | 6.7.1 Action aimed to the protection, enhancement and networking of cultural heritage, tangible and intangible, of the catchment areas of strategic importance such as to consolidate and promote development processes | Types of interventions Support for operations of preserving and enhancing the cultural heritage and museums Beneficiaries local authorities, associations, foundations; Park authorities, religious and moral authorities. | 1) Growth of the expected number of visits to natural and cultural heritage sites and places of attraction receiving support 2) Number of activated services (Design and implementation of services) |

ROP – ERDF 2014-2020 (measure 6.7.2)

| OBJECTIVE / EXPECTED IMPACT | EXPECTED IMPACT AT REGIONAL LEVEL | RESULT INDICATORS | REFERENCE ACTION | MAIN TECHNICAL FEATURES OF THE ACTION | OUTPUT INDICATORS |
|---|---|---|---|---|---|
| Improvement of the conditions of standard supply and use of cultural heritage in the main areas of touristic attraction | Increase the attractiveness of the cultural heritage (museums and major cultural attractors) improving conditions for supply and use of reference areas | Number of visitors in the public and non-public institutions (in thousands) per institute (Source Istat-Mibact) | 6.7.2 Action aimed to support the dissemination of knowledge and use of cultural heritage, tangible and intangible, through the creation of services and / or innovative systems and the use of advanced technologies | Types of interventions Establishment of an information system on line of the great museum attractors and its thematic network Beneficiaries Tuscany Region | 1) Growth of the expected number of visits to natural and cultural heritage sites and places of attraction receiving support 2) Number of activated services (Design and implementation of services) |

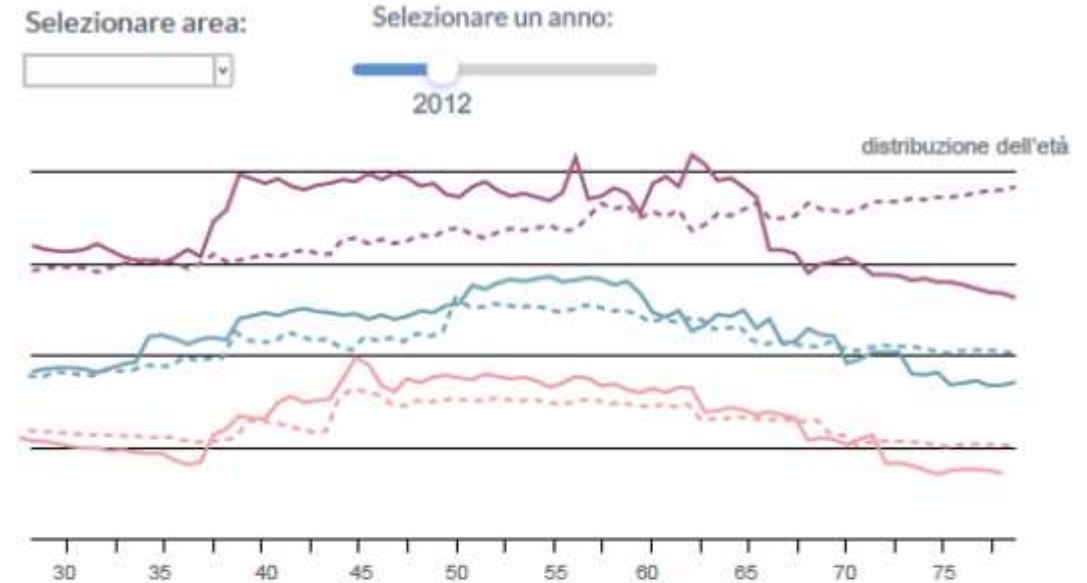
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Osservatorio Regionale della Ricerca e Innovazione

Questo portale, strumento di supporto alle politiche regionali, utile per favorire una governance sempre piú trasparente e inclusiva, nasce con l'ambizione di comunicare e valorizzare i punti di forza del sistema della ricerca, ed ospitare informazioni su ricerca, innovazione e alta formazione.

In un mondo in cui i 'key drivers' dello sviluppo e della competitività sono rappresentati da Ricerca e Innovazione, la Toscana adotta una prospettiva sistemica e inclusiva per valorizzare le proprie risorse e competenze che a livello territoriale risultano maggiori della somma di quelle dei singoli attori.

Realization of an information system integrating national and European open data.



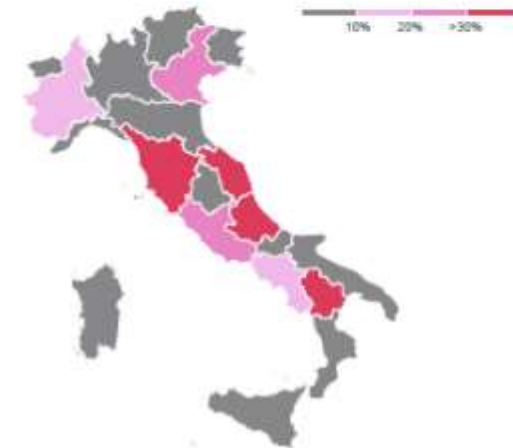
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DIDATTICA

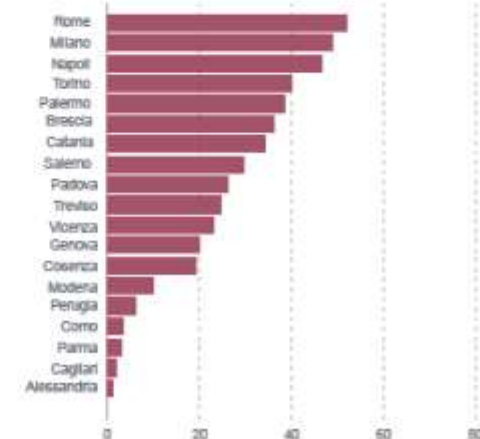
NUMERO DI ISCRITTI ALLE LAUREE TRIENNALI (A.A. 2015/16): 65.492
 NUMERO DI ISCRITTI INTERNAZIONALI ALLE LAUREE TRIENNALI (2015): 4.058
 NUMERO DI ISCRITTI ALLE LAUREE MAGISTRALI (A.A. 2015/16): 19.224
 NUMERO DI ISCRITTI INTERNAZIONALI ALLE LAUREE MAGISTRALI (2015): 1.389

Research Experiment - Analyzing a sample of projects co-funded by R.T.

Distribuzione a livello regionale (percentuale)



Distribuzione a livello provinciale



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TRASFERIMENTO & INNOVAZIONE

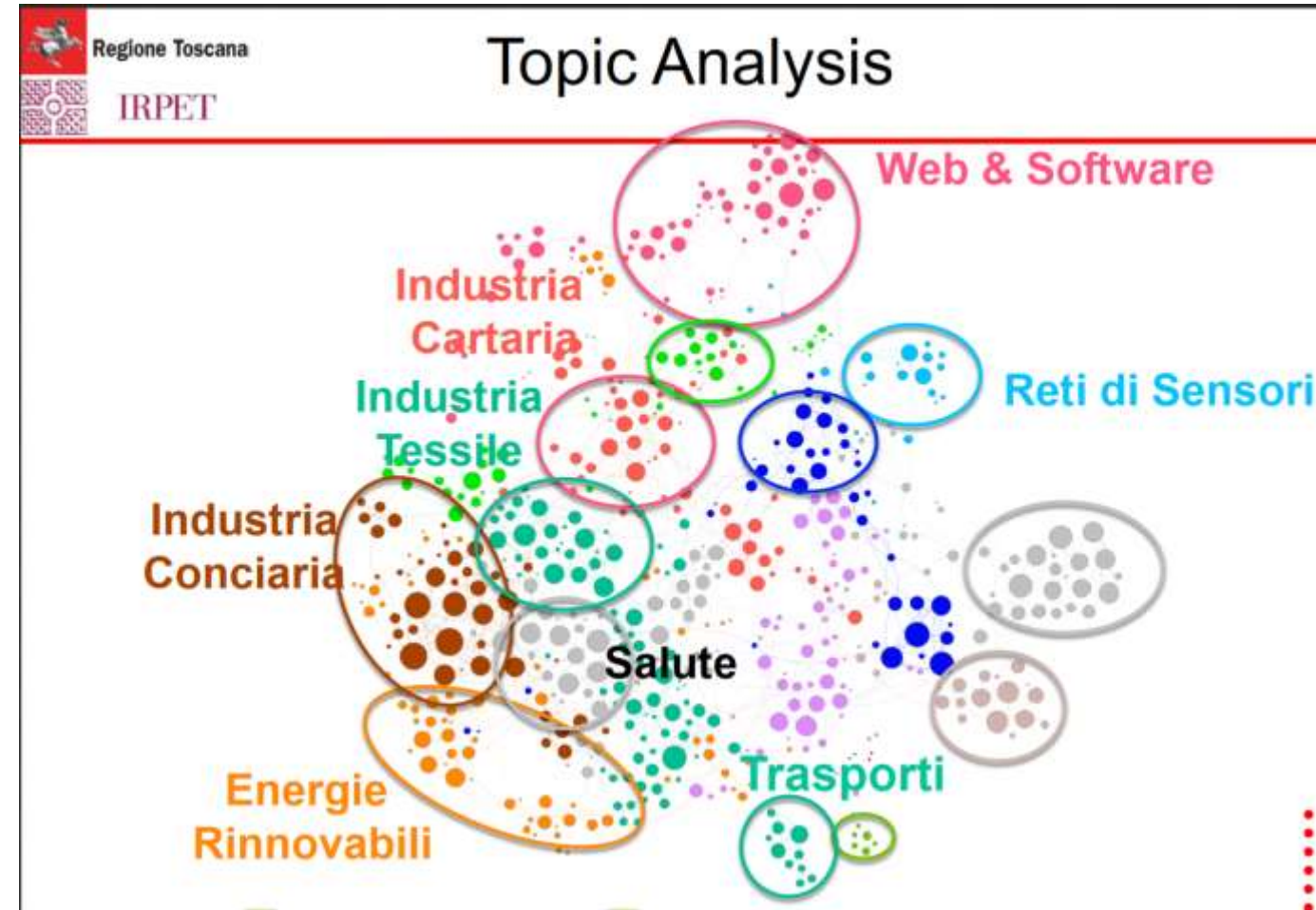
NUMERO DELLE IMPRESE CHE HANNO COLLABORATO IN PROGETTI EUROPEI: 171^{FP7} | 73^{H2020}

TOTALE FONDI FP7 RICEVUTI DALLE IMPRESE: 87.195.860€

TOTALE FONDI H2020 RICEVUTI DALLE IMPRESE: 27.752.372€

H2020 E FP7 PER PARTNER | H2020 E FP7 PER AREA DI RIFERIMENTO

Topic Analysis and key-words related to last funding opportunities promoted by Tuscany Region



Web & Software

**OUR THIRD STAKEHOLDER MEETING
DIGITIZATION OF MUSEUM AND GALLERIES
23rd MARCH 2017 – FOUNDATION FOR RESEARCH AND INNOVATION
PREMISES**

**Standards
Techniques
Methodology
Tools**



**Strengths
Weakness
Opportunities
Threats**



SWOT MATRIX (1/2)

STRENGTHS

Digitization facilitates fruition both to able-bodied and disabled people

Thanks to digitization, users may obtain more information

Miniaturization of electronic devices fosters wearable technology, thus allowing a better experience of natural and cultural heritage

Digitization has a fundamental role in data storage systems; it is also important to build up smart databases which can be used to improve technologies and methodologies aiming at a better preservation and restoration of natural and cultural heritage

WEAKNESSES

The lack of digital contents risks to be considered as a failure because visitors are generally used to see a digitized reality during exhibitions

Public Authorities find it difficult to conclude contracts with research centers due to the complexity of the new Public Procurement Code

Time has always been a limiting factor in innovation projects: given the long lags, the risk consists in producing obsolete materials

Lack of common standards is a big problem in 2D; it is even more evident in 3D

Several prototypes which have been produced thanks to research projects lack of proper maintenance

SWOT MATRIX (2/2)

OPPORTUNITIES

Nowadays, we all make use of mobile devices (smartphone, tablet); it is therefore appropriate to organize guided visits and tours also taking into account the importance of new tools and technologies

Cloud Computing provides shared computer processing resources and data which can be rapidly provisioned and released with minimal management effort, thus improving the visitor experience

Smart devices and internet of things improve classification and cataloguing systems (inference), thus allowing a better preservation of cultural assets

Digitization, just like virtual landscaping, allows users to see things and places that do not exist anymore

The involvement of enterprises, cultural and research institutions in common projects is a key factor for the development, durability and sustainability of successful products

THREATS

Digitization should not reduce on-site fruition

Commercialization rather than valorization of natural and cultural heritage due to gaming and new digital trends

Several cultural institutions still ignore how to avoid data cannibalization

<http://www.catchplus.nl/en/>



ABOUT CATCHPLUS

Cultural heritage is everywhere, and constitutes our collective memory. In order to ensure access to our heritage now and in the future, it is necessary to disclose collections by digitizing them.

The main purpose of CATCHPlus is to valorise scientific research results to usable tools and services for the entire Dutch heritage sector.

This software leads to better disclosure and larger accessibility of collections from heritage institutions. The unique cooperation between large heritage institutions, universities and companies in CATCHPlus, creates a new crossroad of IT and heritage.

The products from CATCHPlus promote cooperation and coordination in the information infrastructure of the heritage sector.

**BEST PRACTICE
AIMED AT
FOSTERING
COLLABORATION
AMONG
HERITAGE
INSTITUTIONS,
UNIVERSITIES
AND COMPANIES**