



Università  
Ca' Foscari  
Venezia

With the support of the  
Erasmus+ Programme  
of the European Union



**PROJECT ACRONYM AND TITLE:** Cultural Heritage 2.0: Business Model Evolution Program

**FUNDING PROGRAMME:** Erasmus+

**Action:** KA220 - Cooperation partnerships in higher education

**CALL:** 2021

**HOST DEPARTMENT/CENTRE:** PlnK Office

**ACADEMIC COORDINATOR:** Professor Maria Lusiani, Professor Monica Calcagno

**GRANT AGREEMENT NUMBER:** 2021-1-IT02-KA220-HED-000032050

**FINANCIAL DATA:**

Project total costs:

€ 299,885.00

Overall funding assigned to UNIVE:

€ 62.160,00

**PROJECT SUMMARY:**

The project will support HEIs to effectively assist the regeneration of the European cultural heritage sector in a highly digitalized post-COVID19 world by equipping the academic staff and educators with knowledge, skills and resources to engage with cultural heritage sector representatives in educational activities and organize problem-based learning interventions in multidisciplinary student teams. We will focus on digitalization not only in the future scenario building research, but also in the development and the delivery of the student consultancy course.

Specifically, the project responds to the above-mentioned goal by:

- analysing the post-crisis needs of the cultural heritage sector and building the forward-looking scenarios of potential for transformation of the sector with the special focus on business model evolution;
- developing a Cultural Heritage 2.0 Digital Student Consultancy Approach, that will comprise of a learning framework and a toolkit for academic staff and educators who will embrace the forward-looking scenarios to facilitate the student consultancy and problem-based learning interventions with real-life practical examples from their local/regional cultural heritage organisations;
- training the trainers for the delivery and pilot-testing Cultural Heritage 2.0 Digital Student Consultancy Approach course;

- pilot-testing the programme and raising awareness and showcasing inspirational examples of successful business model transformation solutions derived from the students' projects within the pilot-test.

The project will target HEI academics and educators located in the partner countries and regions, HEI students from social sciences and humanities and business studies in partner countries and regions cultural heritage organisations, specifically SMEs, from the partner regions and beyond.

The Ca' Foscari research group will:

- analyse the post-COVID needs of the CH sector and develop forward-looking scenarios of potential for the digital transformation of the sector, with a special focus on the redefinition of business models;
- collaborate to develop the "Future of Cultural Heritage Sector Scenarios" book;
- deliver educational activities focused on digital consultancy to professors and academic staff, to facilitate the student consultancy and problem-based learning interventions, including real-life practical examples from local CH organizations;
- realize educational pilot-test programmes and business models of institutions in Italy, Denmark and Austria;
- present inspirational examples of successful business model digitization and transformation solutions derived from the students' projects within the pilot-test.

<b>Planned Start date</b>	<b>Planned End date</b>
01 February 2022	31 January 2024

#### **PARTNERSHIP:**

	<b>Organisation name</b>	<b>Country</b>	<b>Role</b>
1	Università Ca' Foscari di Venezia	Italy	Applicant
2	Bespoke ApS	Denmark	Partner
3	Københavns Universitet	Denmark	Partner
4	Momentum Marketing Services Limited	Ireland	Partner
5	Universität Wien	Austria	Partner
6	University Industry Innovation Network BV	Netherlands	Partner

**WEBSITE:** <https://culture2point0.eu/>