EU Heritage - Skills for promotion, valorisation, exploitation, mediation and interpretation of European Cultural Heritage

EU HERITAGE is a wide transnational initiative bringing together 10 partners from 7 EU countries (IT, ES, EL, DE, MLT, RO, BE) forming an high quality balanced partnership which includes:

- 4 VET / educational providers: Fondazione Fitzcarraldo (IT); University of Malta - Institute for Tourism, Travel & Culture (MLT); Hellenic Open University (EL); National Institute for Cultural Research and Training - NIRCT (RO);
- 3 industry / sector representatives in the field of cultural heritage / culture / tourism / creative industries: MATERAHUB (IT); Alden Biesen (BE); Asociation Plataforma La Cultora (ES);
- 1 research centre and sector representative in the field of Digital & ICTs for cultural heritage, M2C Institut fur angewandte Medienforschung GmbH (DE)
- 1 European network and sector representative in the field of culture: European Network on Cultural Management and Policy - ENCACT (BE);
- 1 Chamber of Commerce: Camara de Comercio e Industria Italiana para Espana - CCIS (ES).

Through an interrelated set of eight WPs, partners will jointly address the shortage of **transversal** & **transferable** and **digital skills** in the field of HERITAGE PROMOTION, VALORISATION, EXPLOITATION, MEDIATION & INTERPRETATION. EU HERITAGE will focus on an experiential approach and will deploy a cross-sectoral and multidisciplinary methodology that will enhance the potentials of connecting the heritage sectors with other sectors, i.e. tourism, technology, Creative and Cultural industries, entrepreneurship & business.

The project will impact on the target group by:
- up-skilling and re-skilling the professionals working in the field of heritage promotion, valorization, exploitation, mediation and interpretation;
- integrate in a unique training offer for the heritage related workforce competences useful to make their work more connected (also digitally), organized, able to engage local communities and other sectors;
- provide skills to fill the perceived gaps making the managers of cultural heritage sites able to promote and valorise cultural heritage through more entrepreneurial, better organized, more sustainable, more audience centered and digital activities

The project aims at:
- enhance the innovation of the CH sector to make it more sustainable, accessible, audience centered, digitally ready, thus more competitive, resilient and able to cope with the challenges which are affecting the sector;
- build a strong Sector Skills Alliance for the promotion and valorisation of CH by working on the skills of heritage professionals and with the goal of avoiding a mismatch between the new sector's needs and the professional skills of heritage professionals, thus:
- mainstreaming digital, entrepreneurial and other transferrable / transversal and soft skills within heritage skills provision;
- stimulate the creation of "hybrid" professionals who can are able to evaluate and exploit the opportunities offered by the digital and by the cross-fertilization of cultural heritage with other sectors and disciplines;
- foster the cooperation of the CH sector with other sectors and industries, in particular technology, tourism, SMEs, and Creative and Cultural industries, to allow further scope for creativity, innovation and sustainability.

Expected Results

The project partnership will work over the next 3 years to create a new transnational curriculum for cultural heritage operators working in the field of heritage promotion, valorization, exploitation, mediation and interpretation. The curriculum that will be jointly developed will focus in particular on digital skills, transferable and transversal competences, soft skills, and skills connected to "experience tourism" in the field of cultural heritage, whose demand is growing in the market. EU HERITAGE's new VET transnational curriculum will make heritage professionals:

Moving from a sound national (for the 7 countries involved) as well as European-wide analysis on the professional needs and gaps of the target group and on the state of the art of existing VET / educational offer, the project will improve the current offer with the aim of having an impact on the employability rate in the targeted professionals as well as of those that intend to approach heritage-related professions.

To achieve its aims, the project will develop some activities such as the followings:
- define a set of skills needed in the CH sector drawing on partner research and on the strengths and wide experience of the consortium in research, needs analysis and training;
- develop European occupational core profiles for professionals employed in the field of promotion, valorisation, exploitation, mediation and interpretation of CH (level 6 EQF);
- design an innovative and needs-oriented training course which integrate several sector-specific and transversal skills, including digital, entrepreneurial, and soft skills.
- create an e-learning platforms under Creative Commons licenses and Open Educational Resources;

DIGITAL SKILLS

▷ plan and manage a digital plan;
▷ manage, implement and run digital projects;
▷ advise on copyright, intellectual property and Creative Commons licenses;
▷ implement an audience development and engagement strategy;
▷ work in synergy;
▷ collaborate with external digital providers;
▷ use technology to provide meaningful experiences;
▷ design, implement and evaluate interactive experiences;

TRANSFERABLE TRANSVERSAL AND SOFT SKILLS

- develop resilience through innovative, analytical and critical thinking;
- research and analysis;
- mediation, facilitation, networking;
- trend spotting;
- horizon scanning;
- creativity;
- sense of initiative and entrepreneurship;
- marketing;
- evaluation;
- continue and manage own learning and development;
- internationalisation;
- fundraising understanding and engagement;
- plan and manage complex cross-sectoral projects.

EXPERIENTIAL TOURISM SKILLS

- research, analysis and elaboration of data on cultural tourism;
- identify and analyse cultural and natural attractors;
- analyse the tourism system of the destination and consumer behaviour;