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Short Description	This deliverable intends to identify the main stakeholders and target groups to form a network to collaborate to create content, communicate, and disseminate about CULTURATI.
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## Executive Summary

The aim of this National Consortium/Network Report – Türkiye is to identify and present the key target groups and stakeholders for the CULTURATI project, which has two pilot sites (Ankara Citadel and Rahmi M. Koç Museum in Istanbul) in Türkiye. The report identifies the main stakeholders and target groups to form a collaborative network to foster content creation, communication, and dissemination activities related to the CULTURATI project. The report also identifies international organizations and entities that may be involved in the National Consortium and Network for Türkiye.

The CULTURATI project aims to promote cultural awareness and engagement through content creation and dissemination. To achieve this, a comprehensive network of **stakeholders** is essential for effective collaboration and impactful outreach. The National Consortium/Network Report focuses on Türkiye and provides insights into the potential participants in this network. Accordingly, the report identifies a diverse range of stakeholders that play a crucial role in the cultural landscape of Türkiye. These include government bodies responsible for culture and arts, non-governmental organizations (NGOs) working in cultural preservation and promotion, educational institutions, media organizations, artists and cultural practitioners, tourism boards, and technology platforms. Engaging these stakeholders can ensure a holistic approach to content creation and dissemination.

The **target groups** for the collaborative network encompass a broad spectrum of the Turkish population. These comprise CCIs and creative professionals who like to share and disseminate knowledge, including artists eager to showcase their work, consumers of cultural heritage and arts (potential end-users of CULTURATI), including visitors and tourists looking for authentic experiences, students and educators seeking cultural resources, local authorities, and communities interested in preserving their heritage, scientific community, and the general public interested in cultural awareness and enrichment.

Besides identifying the main stakeholders and target groups, it also outlines the progress made in building the network through initial contacts and meetings. Productive discussions have taken place with key stakeholders such as prominent cultural NGOs, representatives from the Ministry of Culture and Tourism, educational institutions, and local artists. These engagements have highlighted the enthusiasm for collaboration and the potential impact of the CULTURATI project.

Furthermore, based on the findings, the report highlights the steps that will be taken. These future actions revolve around fostering closer collaborations, diversifying content, leveraging technology, and measuring impact.

In conclusion, the National Consortium/Network Report for Türkiye outlines a promising path for establishing a collaborative network to enhance cultural content creation, communication, and dissemination through the CULTURATI project. By engaging a diverse range of stakeholders and targeting various audience groups, the network can significantly contribute to cultural enrichment and awareness in Türkiye.

As the CULTURATI project progresses, the insights from this report will serve as a valuable guide to building a robust and impactful collaborative network that transcends boundaries and fosters a deeper appreciation of cultural heritage and arts.

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## 1. Introduction

This document aims to unveil a comprehensive roadmap for establishing a dynamic, collaborative network that will be pivotal in the CULTURATI project's content creation, communication, and dissemination efforts. In an era where cultural engagement and appreciation hold immense significance, this report identifies the key stakeholders and target groups that will form the foundation of this network. By fostering partnerships, enhancing cross-sector collaboration, and leveraging technological advancements, we aim to create a transformative platform that enriches cultural experiences, preserves heritage, and facilitates meaningful interactions. As we delve into the depths of this report, the intricate tapestry of opportunities for cultural enrichment and awareness-building will unfold, setting the stage for a collective journey toward a more culturally connected future.

## 2. Objectives of CULTURATI

The main objectives of the CULTURATI project are:

- **Develop an innovative online platform:** The primary goal of CULTURATI is to create an innovative online platform that utilizes state-of-the-art digital technologies to collect and curate content related to cultural heritage and arts across Europe.
- **Engage end-users with cultural heritage and arts:** CULTURATI aims to attract and engage end-users, such as consumers of cultural heritage and arts, through customized games (Q&A games) and routes. These interactive experiences will help foster a closer connection with cultural heritage and arts.
- **Support venue and site-based CCIs:** The platform intends to support venue and site-based cultural and creative industries (CCIs), including museums, art galleries, historic sites, and more. By utilizing digital solutions and interactive content, CULTURATI aims to help these institutions adapt to changing circumstances and enhance visitor experiences.
- **Facilitate content creation through collaboration:** CULTURATI seeks to actively involve various groups in the public, including CCIs, creative professionals, citizens, social innovators, local authorities, and disadvantaged groups, in the process of content creation for heritage and arts. This collaborative approach will ensure a diverse and inclusive range of content.
- **Deliver customized content to end-users:** The platform will act as a content curator, using an algorithm to deliver customized information to end-users based on their preferences, needs, and interests. This personalized approach aims to enhance user engagement and satisfaction.

- **Utilize cutting-edge technologies:** CULTURATI will leverage state-of-the-art technologies such as cloud and mobile technologies, Internet of Things (IoT), sensors, people counters, and Artificial Intelligence (AI) to optimize visitor experiences at venue-based sites. This includes dynamically managing visitor flows, ensuring social distancing during pandemics, and enhancing overall visitor experience.
- **Build a sustainable and inclusive cultural-educational ecosystem:** The overarching objective of CULTURATI is to establish a sustainable and inclusive cultural-educational ecosystem. By involving various stakeholders and utilizing technology, the platform aims to contribute to the well-being, innovation, and economic vitality of cultural sectors in Europe.

Thus, CULTURATI aspires to play a vital role in supporting CCIs, engaging audiences with cultural heritage and arts, and fostering collaboration and innovation within the cultural sector. By embracing digital tools and creative content, the CULTURATI platform aims to help cultural institutions thrive even in challenging times and contribute to the overall growth of the cultural and creative industries.

Following the objectives of CULTURATI, in the following sections, we identify the main stakeholders and target groups of CULTURATI to create content collectively and disseminate and communicate about the project.

### 3. CULTURATI's Pilot Sites and their Associated Partners

CULTURATI includes the following pilot sites in Türkiye: Ankara Citadel (outdoor) in Ankara and Rahmi M. Koç Museum (indoor) in Istanbul. These pilot sites are selected test areas for CULTURATI to test and validate the technologies and methodologies in the project. They are the controlled environments to assess the feasibility, effectiveness, and practicality of the components of CULTURATI before broader implementation.

We selected the pilot sites for the project with great care, focusing on their cultural heritage and art. These sites represent the region's rich history and artistic value. They serve as test locations for CULTURATI, aiming to protect and enhance cultural treasures. We choose them thoughtfully for impactful, sustainable, and inclusive cultural and artistic developments.

Ankara Citadel, also known as Ankara Castle (Ankara Kalesi in Turkish), is a historic fortress in the heart of Ankara, the capital city of Türkiye. The Ankara Citadel is one of the most prominent

landmarks in the city and holds significant historical and architectural importance. The key features and facts about the Ankara Citadel include:

1. **Historical Significance:** The citadel's origins date back to ancient times, with evidence of settlements in the area dating as far back as the Phrygian period (around the eighth century BC). It has seen various civilizations and empires, including the Phrygians, Romans, Byzantines, and Seljuks, contributing to its rich historical heritage (Ankara Castle, 2023).
2. **Seljuk Influence:** Much of the existing structure of the citadel is attributed to the Seljuk Sultan Alparslan, who made significant renovations and additions during the 11th century (Ankara Castle, 2023).
3. **Architecture:** The Ankara Citadel is known for its distinctive architectural features, including its imposing stone walls, watchtowers, and inner courtyards. Its design reflects both military and civilian functions.
4. **Citadel Complex:** Within the citadel's walls, there are various structures, including mosques, tombs, houses, and a marketplace. These structures showcase the daily life of residents within the fortress.
5. **Museums:** Today, parts of the Ankara Citadel house museums and cultural centers, including the Rahmi M. Koç Museum Ankara, which focuses on industrial and transportation history.
6. **Tourist Attraction:** The Ankara Citadel is a popular tourist attraction, offering panoramic views of the city. Visitors can explore its narrow streets, historic buildings, and enjoy its cultural and historical significance.

The Ankara Governorship, responsible for overseeing Türkiye's capital, is one of the partners in the CULTURATI project, particularly as the coordinator of the Ankara Citadel pilot site. Its significance lies in:

**Leadership and Coordination:** The Governorship leads and coordinates the project, ensuring efficient communication and task management among stakeholders.

**Local Expertise:** Leveraging its local knowledge and authority, it aligns the project with Ankara's rich cultural heritage.

**Stakeholder Engagement:** The Governorship bridges stakeholders, fostering collaboration among cultural institutions, professionals, and local authorities for content creation and engagement.

**Project Promotion:** Using its networks, the Governorship raises project awareness, attracting wider participation.

**Cultural Preservation:** It commits to showcasing and safeguarding the region's unique cultural assets.

**Community Engagement:** The Governorship connects with the local community, ensuring the project aligns with their needs and aspirations.

**Sustainability:** It facilitates long-term integration, ensuring the project's enduring impact on cultural and economic growth.

On the other hand, the Rahmi M. Koç Museum, situated in the vibrant city of Istanbul, stands as a testament to Türkiye's industrial and technological heritage. Founded in 1994 through the visionary philanthropy of Rahmi M. Koç, this museum has become an iconic cultural institution, showcasing Türkiye's remarkable journey through industry, transportation, and innovation. The key features and facts about the museum include:

1. **Founding and Philanthropy:** The museum owes its existence to the vision and philanthropic efforts of Rahmi M. Koç, a prominent Turkish businessman and entrepreneur. Rahmi M. Koç's passion for preserving Türkiye's industrial heritage led to the creation of this institution, which has since become a hub for learning and exploration.
2. **Collections and Exhibitions:** The Rahmi M. Koç Museum boasts diverse artifacts, ranging from vintage automobiles and aircraft to maritime vessels and industrial machinery. Visitors can explore the evolution of transportation, communication, and industry in Türkiye through meticulously curated exhibitions.
3. **Transportation Heritage:** The museum's transportation section features an impressive array of automobiles, motorcycles, and even historic aircraft. It provides a journey through time, showcasing how transportation technologies have evolved and played a crucial role in Türkiye's development.
4. **Industrial Machinery:** Exhibits of industrial machinery, engines, and equipment offer insights into Türkiye's industrial advancements over the decades. These displays highlight the nation's growth in various industrial sectors.
5. **Educational Programs:** In addition to its exhibits, the Rahmi M. Koç Museum offers educational programs and activities for students and visitors of all ages. These programs aim to promote understanding science, technology, and innovation.
6. **Cultural Center:** Beyond its role as a museum, Rahmi M. Koç Museum serves as a cultural center, hosting events, lectures, and workshops related to technology, innovation, and history.

7. **Scenic Location:** The museum's Istanbul location adds to its appeal, situated along the shores of the Golden Horn, providing stunning views of the city's historic skyline.
8. **Preserving Industrial Heritage:** The Rahmi M. Koç Museum plays a vital role in preserving and celebrating Türkiye's industrial heritage. It offers a unique opportunity for visitors to connect with the nation's technological past and appreciate the significance of innovation and industry in its history (RMK, 2023a).

Thus, Rahmi M. Koç Museum Istanbul, a prominent cultural institution in the city, takes center stage in the CULTURATI project as one of the partners, where it creates its own compelling content and acts as a catalyst for collaborative cultural engagement. Its significance lies in:

**Content Creation:** The museum will generate its own captivating content designed to enrich the visitor experience with the help of CULTURATI. Through its exhibits, displays, and programs, it lays the foundation for an immersive cultural journey within its walls.

**Empowering Creative Communities:** Beyond its own initiatives, the museum will actively encourage participation from Cultural and Creative Industries (CCIs), professionals, and citizens. It serves as a canvas upon which these diverse voices converge to contribute their unique perspectives and talents to the project.

**Visitor-Centric Approach:** At its core, the museum places visitors and citizens at the heart of the cultural narrative. It will encourage them to appreciate and actively engage with the rich heritage on display. By using CULTURATI, visitors will become co-creators, shaping their experience and adding their insights to the tapestry of the museum's cultural legacy.

**Fostering Collaboration:** The Rahmi M. Koç Museum Istanbul will act as a hub for collaboration, bringing together a myriad of creative minds and professionals. This collaboration transcends the museum's physical boundaries, resulting in an ever-evolving cultural landscape that extends far beyond its walls.

**An Evolving Cultural Ecosystem:** Through its dynamic approach, the museum will showcase Istanbul's cultural treasures and nurture an evolving cultural ecosystem. It positions itself as a conduit for connecting cultural expression's past, present, and future.

In our project, stakeholders are integral partners in driving meaningful change, particularly in the context of our pilot sites. These selected locations coordinated by our partners serve as testing grounds for the solutions of CULTURATI, and our stakeholders play a pivotal role in shaping the success of these endeavors. Through collaboration, feedback, and shared vision, we aim to

transform these pilot sites into models of excellence, paving the way for broader implementation and a lasting impact on the communities they represent with the help of CULTURATI.

## 4. Target Groups and Stakeholders

CULTURATI requires cooperation and communication between various target groups and stakeholders in line with its objectives. These target groups and stakeholders have varying degrees of influence and interest in the project, so engagement and communication strategies will be tailored to address their specific needs and concerns as part of our DEC strategy and plan (Deliverable D6.1 – Dissemination, Exploitation, Communication Plan and Strategy).

In the following section, we present the main target groups and stakeholders with their brief descriptions and importance for CULTURATI.

### 4.1. Cultural and Creative Industries (CCIs), including Museums, Galleries, and Sites

The Cultural and Creative Industries (CCIs) form a dynamic and multifaceted sector encompassing various artistic, cultural, and entertainment endeavors. This sector intertwines traditional art forms, modern digital expressions, and innovative cultural experiences, driving economic growth, fostering cultural diversity, and shaping societal narratives. As a vital component of our project's scope, the Cultural and Creative Industries contribute not only to the enrichment of our cultural heritage but also to the generation of economic opportunities and the cultivation of vibrant communities.

In particular, the following are among the main target groups and stakeholders of CULTURATI for Ankara Citadel;

- **Local Businesses:** Local businesses, including cafes, shops, and art studios at the Ankara Citadel, are the leading target group as they can benefit from increased visitor traffic generated by the project. Their input can also influence the project's design and impact on the local economy.
- **Artists and Artisans:** Local artists and artisans have a vested interest in the project, as it provides opportunities for showcasing and selling their artwork within the Citadel's vicinity.

The number of local businesses, artists, and artisans at Ankara Citadel is 33 (Ankara Governorship, 2023).

On the other hand, the following is one of the most critical stakeholders of Rahmi M. Koç Museum in Istanbul for content creation, communication, and dissemination as part of the project;

- **Arter** is a prominent cultural institution located in Istanbul, Türkiye. It operates under the umbrella of the Koç Group and is situated in the Beyoğlu district. Arter is known for its focus on contemporary art and culture, and it primarily hosts temporary exhibitions rather than maintaining a permanent collection. Arter aims to foster a vibrant cultural environment by showcasing various exhibitions, performances, and events that engage with contemporary artistic practices and critical discourse. The institution's approach to hosting temporary exhibitions allows for a dynamic and ever-evolving experience for visitors. The idea of information exchange between institutions like Arter and Rahmi M. Koç Museum Istanbul would be valuable as they attract varied audiences and offer distinct perspectives on art and culture. Collaborations and exchanges between these institutions can give visitors a more holistic view of artistic expression and cultural heritage (Arter, 2023).

Museums, galleries, and other similar site-based institutions are considered part of the Cultural and Creative Industries (CCIs). These institutions play a crucial role in preserving and showcasing cultural heritage, promoting artistic expression, and contributing to the overall cultural and creative ecosystem. Museums and galleries often serve as important cultural hubs, attracting visitors, fostering learning, and creating artistic and creative exploration opportunities. Therefore, they are integral to the broader CCI landscape, encompassing various sectors such as visual arts, performing arts, heritage, design, media, and more.

Türkiye boasts a rich tapestry of cultural institutions, with 336 public (<https://kvmgm.ktb.gov.tr/TR-43253/genel-mudurlugumuze-bagli-muzeler-ve-oren-yerleri.html>) and 374 private (<https://kvmgm.ktb.gov.tr/TR-135633/ozel-muzeler.html>) museums dotting the landscape. Notably, each of these museums directly engages with the potential target groups of CULTURATI. Given that the inaugural pilot sites of CULTURATI are strategically positioned in Ankara and Istanbul, the museums nestled within these vibrant cities take center stage as primary focal points. Within this context, the following museums emerge as noteworthy exemplars as they are located close to the pilot sites:

- **Anatolian Civilizations Museum, Ankara**
- **Erimtan Archeology and Art Museum, Ankara**
- **Rahmi M. Koç Museum, Ankara**
- **Gökyay Chess Museum, Ankara**

- **Sadberk Hanım Museum, Istanbul**
- **Istanbul Archeology Museum, Istanbul**
- **Topkapı Museum, Istanbul**
- **Istanbul Modern Art Museum, Istanbul**
- **Pera Museum, Istanbul**

## 4.2. Ministries and Other Government Bodies

Ministries are part of the central government. They are responsible for specific policy areas or government functions at the national level. Ministries oversee and implement policies and programs related to areas like health, education, defense, finance, and more. They have authority over matters that affect the entire country and its citizens. Thus, the following ministries are among the main stakeholders for CULTURATI;

- **Ministry of Culture and Tourism (Kültür ve Turizm Bakanlığı):** This ministry is primarily responsible for promoting and developing tourism in Türkiye. It oversees policies related to cultural heritage, tourism infrastructure, and marketing Türkiye as a tourist destination.
  - **Cultural Assets and Museums General Directorate (Kültür Varlıkları ve Müzeler Genel Müdürlüğü):** The Ministry of Culture and Tourism in Türkiye oversees various cultural and tourism-related entities, and it includes the General Directorate of Cultural Assets and Museums as one of its subordinate bodies. The Directorate manages and preserves museums and their collections in Türkiye. It plays a crucial role in the cultural heritage and tourism sectors by maintaining and promoting museums throughout the country.
  - **Turkish Tourism Promotion and Development Agency (Türkiye Turizm Tanıtma ve Geliştirme Ajansı):** Founded in 2018, the Turkish Promotion and Development Agency is a government agency in Türkiye responsible for promoting and enhancing the country's tourism sector. Its main objectives include marketing Türkiye as a tourist destination, conducting promotional campaigns, and supporting the development of tourism infrastructure and services. The agency often collaborates with various stakeholders in the tourism industry, both domestically and internationally, to boost tourism-related activities and investments in Türkiye. It significantly showcases Türkiye's cultural heritage, natural beauty, and tourist attractions to a global audience.
  - **General Directorate of Promotion (Tanıtma Genel Müdürlüğü):** The General Directorate of Promotion is responsible for promoting the country internationally.

This agency primarily focuses on marketing Türkiye as a tourist destination and promoting Turkish culture, heritage, and products abroad. The General Directorate of Promotion often collaborates with various government ministries to promote Türkiye's cultural heritage and tourism offerings to a global audience. It also plays a role in trade and economic promotion, showcasing Turkish products and industries to international markets.

- **General Directorate of Fine Arts** (Güzel Sanatlar Genel Müdürlüğü): The General Directorate of Fine Arts is responsible for various aspects of promoting and preserving the country's fine arts and cultural heritage. This Directorate is typically under the Ministry of Culture and Tourism and has several responsibilities, which may include (1) supporting and promoting fine arts, including visual arts, performing arts, and literature, (2) managing and maintaining cultural institutions and venues, such as art galleries, theaters, and cultural centers, (3) organizing and supporting cultural events, exhibitions, and festivals, (4) preserving and promoting the cultural heritage and traditions of Türkiye, (5) providing funding and grants for artists and cultural projects, (6) collaborating with domestic and international organizations to enhance cultural exchange.
- **General Directorate of Libraries and Publications** (Kütüphaneler ve Yayınlar Genel Müdürlüğü): This Directorate is responsible for public libraries, publishing, and the dissemination of books and cultural materials. It strives to make books and cultural resources more accessible to the public, fosters a love of reading and learning, and supports the country's literary and cultural heritage.
- **General Directorate of State Theatres** (Devlet Tiyatroları Genel Müdürlüğü): The Directorate is responsible for managing state theaters across the country, promoting theater arts, and organizing performances. It contributes to the country's cultural richness by fostering theater production and providing opportunities for both artists and the public to engage with the art of theater.
- **General Directorate of State Opera and Ballet** (Devlet Opera ve Balesi Genel Müdürlüğü): This Directorate oversees state opera and ballet companies, promoting and preserving the performing arts. It contributes to the cultural enrichment of the country by offering opportunities for artists to showcase their talents and for the public to engage with the world of opera and ballet.
- **General Directorate of Foundations** (Vakıflar Genel Müdürlüğü): This institution manages and preserves historical and cultural properties owned by foundations,

including mosques, schools, and charitable organizations. Thus, it plays a crucial role in regulating and managing foundations in Türkiye, contributing to the preservation of cultural heritage and promoting charitable activities in the country.

- **Ankara Provincial Directorate of Culture and Tourism** (Ankara İl Kültür ve Turizm Müdürlüğü): This Directorate is responsible for overseeing and promoting cultural and tourism-related activities and initiatives within the Ankara Province. Therefore, it typically handles various tasks, including; (1) promoting cultural events, exhibitions, festivals, and heritage sites within the province to both local and international audiences, (2) supporting the development of tourism infrastructure, facilities, and services to attract tourists to Ankara, (3) preserving and maintaining cultural heritage sites, historical buildings, and artifacts within the province, (4) encouraging and supporting cultural and artistic activities, such as theater, music, and visual arts, to foster creativity and cultural exchange, (5) providing information and resources for tourists visiting Ankara.
- **The Turkish Institute of Archaeology** (Türk Arkeoloji Enstitüsü): This institute, affiliated with the Ministry of Culture and Tourism, plays a significant role in Türkiye's archaeological research and conservation efforts.
- **Museums Türkiye** (Cultural Platform): Türkiye's cultural portal and website focuses on museums and cultural heritage. This portal provides information and resources related to museums, their collections, exhibitions, and cultural events in Türkiye. Typically, such cultural portals serve as valuable online platforms for individuals interested in exploring and learning more about museums and cultural sites within a specific country or region. They often offer details about museum locations, opening hours, special exhibitions, and historical information about the artifacts and collections housed in these museums.
- **Ministry of Industry and Technology** (Sanayi ve Teknoloji Bakanlığı): This ministry focuses on developing and promoting technology and industry in Türkiye. It shapes technology policies, supports innovation, and fosters the technology sector's growth.
- **Ministry of Foreign Affairs:** The Ministry of Foreign Affairs (foreign ministry) is pivotal in international shaping a country's cultural heritage and art diplomacy. It manages diplomatic relations, foreign policy, treaties, and international representation, significantly promoting the nation's cultural richness and artistic endeavors worldwide.
- **Ministry of Transportation** (Türkiye Cumhuriyeti Ulaştırma ve Altyapı Bakanlığı): plays a crucial role in managing and developing the country's transportation networks and

infrastructure. It is the critical government department responsible for ensuring the efficient and safe movement of people and goods across the country. The Ministry of Transportation has various responsibilities, including planning, constructing, and maintaining roadways, bridges, tunnels, railways, airports, and ports. It also regulates and supervises the transportation sector, including maritime and aviation activities, to ensure national and international standards compliance.

#### 4.3. Local Authorities

Municipal and regional government bodies are significant stakeholders due to their regulatory roles in heritage preservation, urban planning, and tourism management. They provide permits, funding, and oversight for projects within historical areas like the Ankara Citadel. Therefore, the following are among the main stakeholders for CULTURATI;

- Ankara Metropolitan Municipality, Directorate of Cultural and Natural Heritage, Ankara
- Altındağ (District) Municipality, Ankara
- İstanbul Metropolitan Municipality, Directorate of Culture, İstanbul
- Beyoğlu (District) Municipality, Directorate of Culture and Social Relations, İstanbul

#### 4.4. Educational and Research Institutions and Academics

Educational institutions are vital stakeholders in our project focused on cultural heritage and the arts. These institutions, which include schools, colleges, universities, and cultural academies, play a key role in preserving and promoting our cultural heritage. They provide platforms for education, research, and creative expression, nurturing the talents and knowledge of students and scholars alike. Educational partnerships are essential in raising awareness, researching, and developing innovative approaches to safeguarding and celebrating our rich cultural heritage and artistic traditions.

Academic contributions and collaborations can significantly enhance the quality and impact of our project. Leading universities in Türkiye, boasting various departments and highly qualified academic staff, have the potential to bring about substantial improvements for CULTURATI. Technical and engineering departments, as well as programs in social sciences and art and culture-related fields, can significantly contribute to the project through their academic staff and postgraduate student studies. Therefore, we aim to continue working closely with researchers and academics from various universities and departments to develop the project further and provide the best solutions for end-

users. As CULTURATI is a research and innovation project, all institutions' experiences, knowledge, and efforts are invaluable for ensuring the project's long-term impact.

Türkiye has 129 public and 75 private universities (YÖK, 2023). Regarding higher education in the country, the main stakeholder is the Higher Education Council in Türkiye;

- **The Higher Education Council of Türkiye** (Yüksek Öğretim Kurulu, YÖK), is the central regulatory body responsible for overseeing and coordinating higher education in the country. Established in 1981, YÖK plays a pivotal role in shaping the country's direction and standards of tertiary education. Accordingly, it has the central role in shaping policies, overseeing universities, and promoting academic excellence, ultimately contributing to advancing education and research in Türkiye.

The following universities and their identified departments are in particular among the stakeholders for CULTURATI;

- **Bilkent University, Ankara**
  - Department of Archeology
  - Department of History
  - Department of Business Administration
  - Department of Computer Engineering
  - Department of Information Systems and Technologies
- **Middle East Technical University, Ankara**
  - Department of Computer Engineering
  - Department of Software Engineering, Cyprus
  - History
- **Hacettepe University, Ankara**
  - Department of Tourism
  - Department of Archeology
  - Department of Computer Engineering
  - Department of Artificial Intelligence Engineering
  - Department of History of Art
  - Department of History
- **Ankara University, Ankara**
  - Department of Classical Archeology

- Department of Conservation and Restoration of Cultural Heritage (Kültür Varlıklarını Koruma ve Onarım Bölümü)
- Department of History of Art
- Departments of Sumerology
- Department of Prehistoric Archeology
- Department of Hittitology
- Department of History
- Department of Artificial Intelligence Engineering
- Department of Computer Engineering
- Department of Software Engineering
- **Gazi University, Ankara**
  - Department of History
- **Başkent University**
  - Department of Tourism Management
- **İstanbul Technical University, Istanbul**
  - Department of Computer Engineering
  - Department of Artificial Intelligence and Data Engineering
- **Haliç University, Istanbul**
  - Golden Horn Studies Research Center (Haliç Uygulama ve Araştırma Merkezi)
- **Boğaziçi University, Istanbul**
  - Department of Tourism Management
  - Department of History
  - Department of Computer Engineering
- **Koç University, Istanbul**
  - Department of Computer Engineering
  - Koç University / AI Center
  - Department of Archeology and Art History
  - Department of History
  - Institute of Social Sciences/Museum Studies
- **Mimar Sinan University, Istanbul**
  - Department of Artwork Conservation and Restoration (Sanat Eserleri Konservasyonu ve Restorasyonu Bölümü)
  - Department of Sculpture
  - Department of Painting

- Department of Traditional Turkish Art
- **Istanbul University, Istanbul**
  - Department of History
  - Department of Archeology
  - Department of Anthropology
  - Department of History of Art
  - Department of Computer Engineering
  - Department of Artificial Intelligence Engineering
  - Department of Software Engineering
  - Department of Cyber Security Engineering
- **Kadir Has University, Istanbul**
  - Department of Computer Engineering
- **Sabancı University, Istanbul**
  - Department of Cultural Studies
  - Department of History
  - Department of Computer Science and Engineering
  - Department of Arts and Cultural Management
  - Department of Information Systems
  - Department of Cultural Studies and Media Studies (joint program with Duke University)
- **Marmara University, Istanbul**
  - Department of History
  - Department of Fine Arts
  - Department of Traditional Turkish Arts
  - Department of Computer Engineering
  - Department of Islamic History and Arts
  - Department of Computer and Instructional Technologies Teacher Education
  - Department of Fine Arts Education
  - Department of Science Education
  - Department of Social Studies Education
  - Department of Special Education
- **Bilgi University, Istanbul**
  - Department of Computer Science
  - Department of Computer Engineering

- Faculty of Fine Arts
- Department of Cultural Studies
- Department of Museum Studies
- Department of Visual Arts and Visual Communication Design
- Department of Ship and Ship Building Technology
- **Mimar Sinan University, Istanbul**
  - Faculty of Fine Arts
  - Faculty of Architecture
  - Faculty of Design and Architecture
  - Faculty of Letters
- **Koç Private School, Primary and High School, Istanbul**
- **IDV Private Bilkent High School, Ankara**
- **Academy Istanbul:** Offers courses and training programs related to art, design, and cultural studies.

Besides students at these and other universities, we aim to target a group of esteemed academics whose exceptional expertise and profound knowledge make them invaluable potential stakeholders in our project. These distinguished individuals hail from diverse fields, ranging from technical and engineering disciplines to social sciences, encompassing art and culture-related domains. Their commitment to academic excellence and their extensive research contributions have not only enriched their respective fields but also positioned them as potential catalysts for the success of our project, CULTURATI. With their wealth of experience and deep insights, these academics stand poised to play a pivotal role in shaping the project's trajectory, fostering innovation, and ensuring that our endeavors result in lasting and impactful solutions. The names of these academics are not provided here for personal privacy.

In addition, research institutions are essential pillars of knowledge creation and dissemination in various fields. They are dedicated to advancing human understanding, fostering innovation, and addressing complex challenges. These institutions, often comprised of multidisciplinary teams of researchers and experts, play a pivotal role in our project. The research institutions mainly specializing in studying and documenting regional culture, history, and heritage are valuable stakeholders for CULTURATI. These organizations frequently publish scholarly works and engage in academic research. Thus, the following are important stakeholders for CULTURATI;

- **The Scientific and Technological Research Council of Türkiye (Türkiye Bilimsel ve Teknolojik Araştırma Kurumu, TÜBİTAK):** TÜBİTAK is the most prominent and influential research

council in Türkiye. It is responsible for promoting and coordinating the country's scientific research and technological development efforts. TÜBİTAK supports various research activities across various scientific disciplines, including natural sciences, engineering, social sciences, and humanities. It provides funding, resources, and grants for researchers and research projects and plays a pivotal role in advancing scientific knowledge and innovation in Türkiye.

- **Vehbi Koç Ankara Research Center (Vehbi Koç Ankara Araştırmaları Merkezi, VEKAM)**: It is a research center based in Ankara, Türkiye, named after Vehbi Koç, a prominent Turkish industrialist and philanthropist. VEKAM focuses on research and studies about Ankara's history, culture, heritage, and surroundings. It plays a vital role in documenting and preserving the cultural and historical heritage of the region.
- **Ankara Paleolithic Research Institute** (Ankara Paleolitik Araştırma Enstitüsü (APAE): The institut conducts research and excavations related to Paleolithic archaeology in Türkiye.
- **Research Center for Anatolian Civilizations** (Anadolu Medeniyetleri Araştırma Merkezi - ANAMED): Located in Istanbul, ANAMED is affiliated with Koç University and conducts research and academic programs related to Anatolian civilizations, archaeology, and history. ANAMED's commitment to advancing the study and appreciation of Anatolian civilizations makes it a valuable resource for researchers, academics, and anyone interested in Anatolia's rich history and cultural heritage. It plays a significant role in preserving and promoting the understanding of this region's history and contributions to world civilization.
- **Archaeological Research Foundation** (Arkeolojik Araştırmalar Vakfı - ARVAK): A non-profit organization that promotes archaeological research and excavations in Türkiye. Its efforts contribute to understanding the past and help ensure that Türkiye's archaeological treasures are protected and accessible for future generations.

#### 4.5. Associations

Associations, including industry associations, non-profit organizations, and professional groups, play a vital role in the success of CULTURATI. We firmly believe their expertise, extensive networks, and collective influence will substantially contribute to the project's success and impact. Therefore, we are committed to maintaining ongoing communication and collaboration with these associations throughout the project. The following associations are particularly important for CULTURATI;

- SKÅL International, Ankara and Istanbul Chapter
- Association of Turkish Travel Agencies (Türkiye Seyahat Acentaları Birliği, TÜRSAB)
- Turkish Hoteliers Federation (Türkiye Otelciler Federasyonu, TÜROFED)

- Istanbul Tourism Association
- Tourism Academics Association (Turizm Akademisyenleri Derneği, TUADER)
- Turkish Tourism Investors Association ( Türkiye Turizm Yatırımcıları Derneği, TTYD)
- Turkish Tourism Investors Association (Turistik Otelciler, İşletmeciler ve Yatırımcılar Birliği, TUROB)
- Association of Turkish Tourism Professionals (Türkiye Turizm Profesyonelleri Derneği, TÜROB)
- Tourism and Destination Development Association (Turizm ve Destinasyon Geliştirme Derneği, TTGD)
- Tourist Guide Society-Ankara and Istanbul
- Turkish Restaurant and Entertainment Association (Türkiye Restoran ve Eğlence Yerleri İşverenleri Sendikası, TURYİD)
- Türkiye's Convention Bureau (Türkiye Kongre Bürosu)

#### 4.6. Local Community and Residents

The local community, living near the Ankara Citadel and Rahmi M. Koç Museum in Istanbul, plays a vital role as stakeholders, as any developments or changes to the area directly impact them. Their opinions and needs will be considered during the planning and implementation of the project. There are 3,830 residents in the local community in and around the Ankara Citadel (Ankara Governorhisip, 2023). The number of residents in Beyoğlu, where the Rahmi M. Koç Museum is located, is 225,920 (Nufuse, 2023).

#### 4.7. Visitors and Tourists

Anyone who visits the Ankara Citadel and Rahmi M. Koç Museum in Istanbul and participates in the project's activities becomes a stakeholder by experiencing and contributing to the site's cultural and historical value. Visiting the Ankara Citadel and Rahmi M. Koç Museum in Istanbul offers a unique opportunity for tourists and visitors to immerse themselves in rich cultural and historical experiences while actively contributing to preserving these remarkable sites.

Located in the heart of Ankara, the Ankara Citadel is a magnet for tourists, both local and international. Annually, it draws approximately five million visitors to explore its historical significance (Hürriyet, 2022). Through their curiosity and exploration, these visitors become stakeholders in the Citadel's cultural heritage, adding to its enduring allure. On the other hand, situated in Istanbul, Rahmi M. Koç Museum attracts around 365,000 visitors every year (RMK,

2023b). Those who step inside become stakeholders in preserving history as they engage with captivating exhibits and participate in the museum's activities. Their involvement contributes to the ongoing cultural and historical significance of the museum.

#### 4.8. Media and Public

The general public and media are stakeholders, as they shape perceptions, awareness, and support for the project. Positive media coverage can generate interest and attract visitors. Therefore the following is one of the stakeholders for CULTURATI;

- **Anadolu Agency** (Anadolu Ajansı, AA): It is a state-owned news agency and one of the largest news organizations in Türkiye. Anadolu Ajansı provides news coverage on various topics, including domestic and international news, politics, economics, culture, and sports. The agency serves as a primary news source for domestic and international media outlets, offering news stories, photographs, and videos. It plays a crucial role in disseminating news and information to the public, both within Türkiye and to audiences around the world. Anadolu Ajansı has correspondents and offices in various countries, contributing to its global news coverage. It is a significant player in the Turkish media landscape and serves as a key news source for those interested in Turkish affairs.
- **Turkish Radio and Television Corporation** (Türkiye Radyo ve Televizyon Kurumu - TRT): TRT is the state-owned public broadcaster, responsible for producing and broadcasting cultural and artistic programs, including documentaries, historical series and other informative content. Its programming reflects a diverse range of content to cater to the interests and needs of its various viewers and listeners. It plays a significant role in shaping the media landscape and cultural promotion in Türkiye.

#### 4.9. International Organizations and Embassies

International organizations are entities formed by multiple countries or sovereign states collaborating on common objectives and addressing global issues. These organizations serve as platforms for diplomatic cooperation, policy development, and promoting shared interests among member states. They play a crucial role in fostering international relations, advancing global development, and addressing cross-border challenges. While some of these organizations are dedicated to the preservation of cultural heritage and the promotion of cultural exchange, others are involved in the fields of tourism and development. In this regard, we consider the following as essential stakeholders for CULTURATI.

- International Council of Museums (ICOM)

- United Nations World Tourism Organization (UNWTO)
  - UNWTO Online Tourism Academy
- World Travel and Tourism Council (WTTC)
- International Air Transport Association (AITA)
- United Nations Educational, Scientific and Cultural Organization (UNESCO)
- International Federation for IT and Travel & Tourism (IFITT)

In addition to these international organizations, Embassies, as essential diplomatic missions representing nations on foreign soil, play a pivotal role in fostering international relations, cultural exchange, and cooperation. Within the context of the CULTURATI project, embassies serve as vital partners, contributing to the project's mission of preserving and promoting cultural heritage on a global scale. Their engagement and support serve as bridges connecting diverse cultures, enriching the project's reach and impact. Therefore, the following Embassies are among the stakeholders of the CULTURATI project;

- Embassy of UK
- Embassy of Germany
- Embassy of Spain
- Embassy of Finland
- Embassy of Italy

#### 4.10. European Commission and EU Projects

The European Commission (EC) serves as a driving force behind EU projects by providing critical funding and support across diverse domains. As a stakeholder, the EC is pivotal in advancing research, innovation, and collaboration throughout the European Union. The EC administers many EU projects designed to address pressing societal challenges, promote research excellence, and encourage cross-border cooperation. These projects cover various fields, including technology, sustainability, healthcare, culture, and more. The following EU projects are among the main stakeholders of the CULTURATI project.

- **PLUGGY,H2020-EU.3.6.3.1.,2016-2019:** Developing an innovative social platform and a suite of sophisticated smartphone tools enables individuals, community groups, the industry, museums, and countries to bring out, document, and share their cultural heritage online. The project's outcomes include four applications integrating 3D and augmented reality that CULTURATI can utilize to enrich visitor experience.

- **EMOTIVE,H2020-EU.3.6.3.1., 2016-2019:** Leveraging storytelling combining it with an emotive approach enables visitors to feel and get emotionally engaged when in a cultural heritage site. The project's outcomes include tools and applications to support the CCIs in creating narratives and experiences that draw on the power of "emotive storytelling" that CULTURATI can utilize to enrich end-user experiences.
- **ARCHES,H2020-EU.3.6.3., 2016-2019:** ARCHES helps European museums to become barrier-free with 3D art replicas, mobile phone apps, games, and sign language video avatars. Creating more inclusive cultural environments, particularly for those with differences and difficulties associated with perception, memory, cognition, and communication. By conducting in-depth research, the project developed outcomes including innovative applications, functionalities, and experiences based on the reuse and redevelopment of the aforementioned digital resources that CULTURATI can utilize to engage end-users with differences and difficulties.
- **I-MEDIA-CITIES,H2020-EU.3.6.3., 2016-2019:** Launching a revolutionary platform that uses audio-visual material to let everyone discover and interact with the history of nine European cities. The project strives to be a cross-border, cross-language platform for studying the history and development of major European cities. The project outcomes include an online platform where all types of users can access and view more than 10000 digitized films and photographs uploaded by the project's partners that CULTURATI can utilize after they are categorized to be delivered in a customized manner to the end users. CULTURATI's team members (BU) include experts in AI working on producing short movie trailers under defined genres to reach different target markets.
- **CrossCult, H2020-EU.3.6.3., 2016-2019:** Connecting existing digital historical resources and creating new ones through the public's participation. CROSSCULT created interactive experiences, making cross-border connections among cultures, citizens and physical venues to encourage reflection and reinterpretation. The CROSSCULT Platform offers flexible software services and a toolkit for cultural heritage professionals to develop their own customized applications (including profiling, personalization, association discovery and narrative creation). The project's outcomes include a mobile application available from the Google and Apple stores (CrossCult Venues - Cultural connections). This application allows users to discover cultural and historical associations among different European venues, through a story that goes through different reflective topics, plus a quiz game to test knowledge. CULTURATI can utilize stories in the platform of the project after categorizing them under "history" for those end-users interested in this content.

## 5. Progress Made in Building the Network

In the journey of the CULTURATI project, forging strong connections and partnerships is fundamental. Here's a glimpse into the national network contacts, meetings, and field trips that have been instrumental in shaping the project's path:

- **Meetings with the President of TÜBİTAK (January, February 2023):** Meetings with the President of TÜBİTAK, a vital collaborator in the CULTURATI project, were instrumental in forging a strong partnership. These engagements allowed for in-depth discussions on project objectives, research initiatives, and the integration of state-of-the-art technology to rejuvenate the cultural heritage sector. In these meetings, the President of TÜBİTAK, Prof. Hasan Mandal, expressed enthusiasm for the project's innovative approach and highlighted its potential to significantly impact both a national and international scale.
- **National Event Türkiye (March 2023):** The inaugural National Event of CULTURATI, hosted by Bilkent University's Faculty of Applied Sciences in Ankara, TÜRKİYE, on March 8, 2023, marked a significant milestone. The event brought together over 100 esteemed guests, including distinguished figures like the Finnish Ambassador H.E. Ari Mäki, Italy's Cultural Attaché Maria Luisa Scolari, and representatives from Creative and Cultural Industries (CCIs), ministries, academics, and students. Notable addresses by Rector of Bilkent University Prof. Dr. Kürşat Aydoğan, Deputy Governor of Ankara Turan Yılmaz, and Prof. Hasan Mandal, President of the Scientific and Technological Research Council of Türkiye (TÜBİTAK), underscored the project's international importance and innovative use of cutting-edge technology to revitalize a cultural heritage sector severely impacted by the Covid-19 pandemic. The event received extensive national media and social media coverage, further amplifying its significance and reach.
- **Academic Collaborations and Partnerships (March, June, July 2023):** Insightful interviews with students and academicians from the Middle East Technical University Department of History, Gazi University's History Education Department, and Haliç University Golden Horn Research Center were held to shape our project. We gathered their ideas and outlined plans for future collaborations involving their students and academicians.

- **Ankara Provincial Directorate of Culture and Tourism (March 2023):** A pivotal meeting took place at the Governor's meeting hall, hosted by the Ankara Provincial Directorate of Culture and Tourism, a key partner within the Ankara Governorship's ambit. During this session, stakeholders were identified and prioritized for content production. The directorate's archives were thoroughly explored to enrich our content endeavors.
- **Tourist Guides Meeting (May 2023):** A gathering with active guides at the Ankara Provincial Directorate of Culture and Tourism provided crucial insights. The guides, experts in the region, were introduced to the project, and their active involvement in content development was sought. Potential themes were discussed, guided by their valuable predictions. Similar meetings were made by Rahmi M. Koç Museum with the local guides in Istanbul.
- **Multi-Stakeholder Meeting (May 2023):** This meeting brought together guides, museum officials, and local tradesmen from the pilot region at the Ankara Provincial Directorate of Culture and Tourism. The project was introduced, and their support was sought for content development. The focus was on thematic studies and issues to guide our project's direction.
- **CCIs - Ankara AKS Meeting (July 2023):** A meeting with Ankara AKS at Bilkent Cyberpark Technology Bridge laid the foundation for inter-institutional collaboration. We discussed how the institution could support both NGOs and organizations. A brainstorming session for content development, involving university students, was planned, tapping into their direct involvement.
- **Cultural Heritage Preservation Unit (July 2023):** We met with the Ankara Governorship Cultural Heritage Preservation Unit, providing them with an overview of the project. Their commitment to sharing their unit archives was noted.
- **Ankara Metropolitan Municipality Meeting (July 2023):** Another significant meeting occurred with the Metropolitan Municipality Cultural Heritage Preservation Unit. We shared project information, and they expressed their willingness to share their unit archives.
- **Site Visits and Stakeholder Engagements (since February 2023 - present):** Extensive site visits were conducted in Ankara and Istanbul involving the Project Coordinator, the Technical Team Members, and Partners. These efforts facilitated data analysis and discussions on data

transmission. These meetings also involved local and international IT organizations and experts provided insights into new and existing devices, software, and platforms.

As the project unfolds, these stakeholder meetings will continue to shape our national network, ensuring the flow of project information and garnering support for content creation, project engagement and support and technical advancements.

## 6. Next Steps

As we chart the course forward for CULTURATI, we are committed to taking decisive actions that will propel us closer to our vision of revitalizing cultural heritage in a modern era. The journey ahead is one of continuous growth and innovation, marked by several strategic steps that will define our path. The following steps represent our commitment to fostering collaboration, diversifying content, harnessing technology, and meticulously measuring our impact.

- **Foster Closer Collaboration:** Actively engage stakeholders through regular meetings, workshops, and collaborative projects to strengthen the network's foundation.
- **Diversify Content:** Ensure that the content created and disseminated caters to the interests and needs of various target groups, enhancing cultural engagement across different segments of society.
- **Promote Project Awareness:** We plan to enhance project visibility by strategically placing posters at high-traffic transportation hubs, such as airports, train stations, and underground in Ankara and Istanbul. This initiative will help us reach a broader audience and create awareness about our project among travelers and stakeholders in the transportation sector by collaborating with the Ministry of Transportation and Metropolitan Municipalities.
- **Leverage Technology:** Utilize digital platforms and social media to maximize the reach and impact of the network's efforts, adapting to modern communication trends.
- **Measure Impact:** Implement mechanisms to assess the effectiveness of the network in achieving its goals, such as tracking engagement metrics and gathering user feedback.

## Conclusion

In conclusion, the National Consortium/Network Report for Türkiye is a cornerstone of the CULTURATI project's mission to enhance cultural awareness and engagement. This report sets the stage for a dynamic and inclusive collaborative network by identifying key stakeholders and target groups. It underscores the significance of engaging government bodies, cultural organizations, educational institutions, and the broader public in preserving and promoting Türkiye's rich cultural heritage.

The initial progress in establishing connections and fostering enthusiasm among stakeholders indicates the project's potential impact. As we move forward, we will focus on strengthening collaborations, diversifying content, harnessing technology, and rigorously measuring our achievements. These strategic actions are essential to realizing the CULTURATI project's vision of revitalizing cultural heritage and arts in Türkiye.

In essence, this report identifies key players in the cultural landscape and lays the groundwork for a vibrant network that transcends boundaries, contributing to a deeper appreciation of cultural heritage and arts in Türkiye. As the CULTURATI project unfolds, the insights within this report will serve as a guiding light, illuminating the path toward a more culturally enriched and engaged society.

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