



Deliverable D4.1 National Consortium/Network Report – Europe

Deliverable type	R – Document, report
Dissemination level	PU – Public
Due date (month)	M17
Delivery submission date	30 June 2024
Work package number	4
Lead beneficiary	Bilkent Universitesi Vakif



This project has received funding from the Horizon Europe Framework Programme of the European Union under grant agreement No. 101094428

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Commission. Neither the European Union nor the granting authority can be held responsible for them.



Document Information

Project number	101094428	Acronym	CULTURATI
Project name	Customized Games and Routes For Cultural Heritage and Arts		
Call	HORIZON-CL2-2022-HERITAGE-01		
Topic	HORIZON-CL2-2022-HERITAGE-01-02		
Type of action	HORIZON-RIA		
Project starting date	1 February 2023	Project duration	36 months
Project URL	http://www.culturati.eu		
Document URL	https://culturati.eu/deliverables/		

Deliverable number	D4.1		
Deliverable name	National Consortium/Network Report – Europe		
Work package number	4		
Work package name	System Validation and Demonstration		
Date of delivery	Actual	M17	Contractual
Version	Version 1.0		
Lead beneficiary	Bilkent Universitesi Vakif		
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Short Description	<p>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 in Italy, Finland and the UK. It also includes coordination and dissemination meetings and events conducted with the consortium members and various stakeholders.</p>
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History of Changes

Date	Version	Author	Remarks
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27 June 2024	Draft 0.1	Eda Gürel	First version
10 July 2024	Final 1.0	Eda Gürel	Revised after Review

Executive Summary

The aim of this National Consortium/Network Report – Europe is to identify and present the key target groups and stakeholders for the CULTURATI project, which has three pilot sites in Europe; Porvoo in Finland, Ascoli Satriano in Italy and Blenheim Palace Heritage Foundation in the UK. 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 Europe.

The CULTURATI project is dedicated to fostering cultural awareness and engagement by creating and sharing content. To achieve this goal, a comprehensive network of stakeholders is crucial for effective collaboration and impactful outreach. This National Consortium/Network Report centers on the project's pilot sites in Europe and sheds light on potential participants in this network. The report identifies a diverse array of stakeholders that are integral to Europe's cultural landscape, including governmental cultural and arts bodies, NGOs focused on cultural preservation and promotion, educational institutions, media organizations, artists and cultural practitioners, tourism boards, and technology platforms. Engaging these stakeholders ensures a holistic approach to content creation and dissemination.

Thus, the collaborative network targets a wide range of stakeholders around each pilot site. This includes creative industries and professionals keen on sharing and disseminating knowledge, artists eager to exhibit their work, consumers of cultural heritage and arts (potential CULTURATI end-users), such as visitors and tourists seeking authentic experiences, students and educators looking for cultural resources, local authorities and communities aiming to preserve their heritage, the scientific community, and the general public interested in cultural awareness and enrichment.

Beyond identifying the primary stakeholders and target groups, the report also outlines the progress in network-building through initial contacts and meetings. These engagements have highlighted the enthusiasm for collaboration and the potential impact of the CULTURATI project.

Furthermore, based on the findings, the report outlines future steps. These actions focus on fostering closer collaborations, diversifying content, leveraging technology, and measuring impact.

In conclusion, this National Consortium/Network Report for Europe 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 Europe.

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

Table of Contents

Executive Summary.....	4
Table of Contents.....	6
1. Introduction	7
2. Objectives of CULTURATI	7
3. CULTURATI’s Pilot Sites and their Associated Partners	8
4. Target Groups and Stakeholders	12
4.1. Ascoli Satriano, Italy.....	12
4.1.1. Main Target Groups and Stakeholders	13
4.1.2. Progress Made in Building the Network	15
4.2. Old Porvoo, Finland.....	16
4.2.1. Main Target Groups and Stakeholders	16
4.2.2. Progress Made in Building the Network	17
4.3. Blenheim Palace Heritage Foundation, UK.....	18
4.3.1. Main Target Groups and Stakeholders	18
4.3.2. Progress Made in Building the Network	21
4.4. International Organizations and Embassies.....	22
4.5. European Commission and EU Projects	22
5. Next Steps	23
Conclusion.....	25

1. Introduction

This document outlines a detailed roadmap for establishing a dynamic, collaborative network essential to the CULTURATI project's efforts in content creation, communication, and dissemination. In today's world, where cultural engagement and appreciation are of great importance, this report identifies the key stakeholders and target groups forming the network's foundation. Through fostering partnerships, enhancing cross-sector collaboration, and leveraging technological advancements, we aim to create a transformative platform that enriches cultural experiences, preserves heritage, and promotes meaningful interactions. In this report, we will uncover a rich array of opportunities for cultural enrichment and awareness-building, setting the stage for a collective journey toward a more culturally connected future.

2. Objectives of CULTURATI

The primary goals of the CULTURATI project are:

- **Create an innovative online platform:** CULTURATI aims to develop a cutting-edge online platform utilizing advanced digital technologies to collect and curate cultural heritage and arts content from across Europe.
- **Engage end-users with cultural heritage and arts:** The project seeks to attract and engage end-users, such as cultural heritage and arts consumers, through customized Q&A games and routes. These interactive experiences are designed to foster a deeper connection with cultural heritage and arts.
- **Support venue and site-based CCIs:** The platform intends to assist cultural and creative industries (CCIs) such as museums, art galleries, and historic sites. By leveraging digital solutions and interactive content, CULTURATI aims to help these institutions adapt to changing circumstances and enhance visitor experiences.
- **Facilitate collaborative content creation:** CULTURATI plans to involve various public groups, including CCIs, creative professionals, citizens, social innovators, local authorities, and disadvantaged groups, in the content creation process for heritage and arts. This collaborative approach ensures a diverse and inclusive range of content.
- **Deliver personalized content to end-users:** The platform will act as a content curator, using an algorithm to provide end-users with personalized information based on their preferences, needs, and interests, enhancing user engagement and satisfaction.
- **Leverage advanced technologies:** CULTURATI will utilize 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

managing visitor flows dynamically, ensuring social distancing during pandemics, and enhancing overall visitor experiences.

- **Establish a sustainable and inclusive cultural-educational ecosystem:** The overarching goal of CULTURATI is to create a sustainable and inclusive cultural-educational ecosystem. By involving various stakeholders and using technology, the platform aims to contribute to the well-being, innovation, and economic vitality of the cultural sectors in Europe.

In summary, CULTURATI aspires to support CCIs, engage audiences with cultural heritage and arts, and foster collaboration and innovation within the cultural sector. By embracing digital tools and creative content, the CULTURATI platform aims to help cultural institutions thrive in challenging times and contribute to the growth of the cultural and creative industries.

Following these objectives, the subsequent sections identify the main stakeholders and target groups of CULTURATI at each pilot site in the project to collectively create, disseminate, and communicate about the project.

3. CULTURATI's Pilot Sites and their Associated Partners

In addition to the sites in Türkiye, CULTURATI features the following pilot sites in Europe: Porvoo in Finland, Ascoli Satriano in Italy, and the Blenheim Palace Heritage Foundation in the UK. These pilot sites are chosen as test areas for CULTURATI to evaluate and validate the project's technologies and methodologies. They serve as controlled environments to assess the feasibility, effectiveness, and practicality of CULTURATI's components before broader implementation.

We selected these pilot sites with great care, emphasizing their cultural heritage. These locations embody the region's rich history and artistic value and serve as testing grounds for CULTURATI's efforts to protect and enhance cultural treasures. The selection was made thoughtfully to ensure impactful, sustainable, and inclusive cultural and artistic developments.

Old Porvoo, located in the city of Porvoo, Finland, is a historic district renowned for its well-preserved wooden houses and cobblestone streets. Old Porvoo is one of Finland's most significant cultural heritage sites, offering a glimpse into the country's architectural and historical richness. The key features and facts about Old Porvoo include:

1. **Historical Significance:** Old Porvoo's origins date back to the Middle Ages, with evidence of settlement in the area from as early as the 13th century. It has been an important center of trade and culture, contributing to its rich historical heritage.
2. **Architectural Charm:** Old Porvoo is known for its distinctive architectural features, including its colorful wooden houses, narrow winding streets, and historic buildings. The design reflects traditional Finnish architecture and the town's long history.
3. **Cultural Hub:** Within Old Porvoo, there are various cultural landmarks, including the Porvoo Cathedral, numerous charming cafes, boutiques, and art galleries. These structures showcase the daily life and vibrant cultural scene of the area.
4. **Museums:** Today, Old Porvoo houses several museums and cultural centers, such as the Porvoo Museum, which focuses on the local history and cultural heritage of the region.
5. **Tourist Attraction:** Old Porvoo is a popular tourist destination, offering picturesque views and a unique historical ambiance. Visitors can explore its charming streets, historic buildings, and enjoy its cultural and historical significance.

Porvoo Kaupunki, responsible for overseeing this historic district, is one of the partners in the CULTURATI project, particularly as the coordinator of the Old Porvoo pilot site in collaboration with Haaga-Helia University of Applied Sciences. Their significance lies in:

- **Leadership and Coordination:** Haaga-Helia University of Applied Sciences and the City of Porvoo lead and coordinate the project, ensuring efficient communication and task management among stakeholders.
- **Local Expertise:** Leveraging their local knowledge and authority, they align the project with Porvoo's rich cultural heritage.
- **Stakeholder Engagement:** They bridge stakeholders, fostering collaboration among cultural institutions, professionals, and local authorities for content creation and engagement.
- **Project Promotion:** Utilizing their networks, they raise project awareness, attracting wider participation.
- **Cultural Preservation:** They are committed to showcasing and safeguarding the region's unique cultural assets.
- **Community Engagement:** They connect with the local community, ensuring the project aligns with their needs and aspirations.
- **Sustainability:** They facilitate long-term integration, ensuring the project's enduring impact on cultural and economic growth.

Similar to how Rauman Kaupunki and Haaga-Helia University of Applied Sciences in Finland coordinate the Old Porvoo pilot site, leveraging their expertise to foster collaboration, cultural preservation, and community engagement, in Italy, Meridaunia and the University of Foggia are key partners in the CULTURATI project, overseeing the Ascoli Satriano pilot site.

Meridaunia is a Local Action Group (LAG) based in the Daunia area of Apulia, Italy. It focuses on rural development and the promotion of local heritage, culture, and tourism. Meridaunia works on various initiatives to improve the economic, social, and cultural aspects of the region, often collaborating with local communities, businesses, and educational institutions. In the CULTURATI project, the University of Foggia and Meridaunia are responsible for engaging the community in Ascoli Satriano. Their roles and tasks, similar to those carried out by the partners in Finland, include leading and coordinating the project, leveraging local expertise, fostering stakeholder engagement, raising project awareness, preserving cultural heritage, ensuring community engagement, and facilitating long-term sustainability.

On the other hand, the Blenheim Palace Heritage Foundation, located in the picturesque Oxfordshire countryside, stands as a testament to the UK's rich historical and cultural heritage. Established to preserve and maintain Blenheim Palace, a UNESCO World Heritage Site, this foundation has become an iconic cultural institution, showcasing Britain's remarkable journey through history, architecture, and landscape design. The key features and facts about the foundation include:

- **Founding and Philanthropy:** The foundation owes its existence to the vision and philanthropic efforts dedicated to preserving Blenheim Palace, the birthplace of Sir Winston Churchill and a masterpiece of 18th-century Baroque architecture. Its mission is to protect and enhance the palace and its grounds for future generations.
- **Collections and Exhibitions:** Blenheim Palace boasts diverse artifacts, ranging from fine art and antique furnishings to historical documents and personal items of the Churchill family. Visitors can explore the evolution of British history and aristocratic life through meticulously curated exhibitions.
- **Architectural Heritage:** The palace is an architectural marvel, featuring grand state rooms, exquisite tapestries, and stunning gardens designed by Capability Brown. It provides a journey through time, showcasing how architectural styles and landscape design have evolved and contributed to Britain's cultural heritage.

- **Historical Significance:** Blenheim Palace has played a crucial role in British history, not only as a residence but also as a symbol of national pride and heritage. The palace and its grounds reflect significant historical events and figures that have shaped the nation.
- **Educational Programs:** In addition to its exhibits, the Blenheim Palace Heritage Foundation offers educational programs and activities for students and visitors of all ages. These programs aim to promote understanding of history, architecture, and conservation.
- **Cultural Center:** Beyond its role as a historic site, Blenheim Palace serves as a cultural center, hosting events, lectures, and workshops related to history, culture, and heritage conservation.
- **Scenic Location:** The palace's Oxfordshire location adds to its appeal, surrounded by stunning landscapes and gardens, providing a tranquil setting for visitors to explore.
- **Preserving Heritage:** The Blenheim Palace Heritage Foundation plays a vital role in preserving and celebrating the UK's cultural heritage. It offers a unique opportunity for visitors to connect with the nation's historical past and appreciate the significance of heritage conservation.

Thus, the Blenheim Palace Heritage Foundation, a prominent cultural institution in the UK, 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 foundation 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 foundation 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 foundation 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.
- **Fostering Collaboration:** The Blenheim Palace Heritage Foundation will act as a hub for collaboration, bringing together a myriad of creative minds and professionals. This collaboration transcends the palace'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 foundation will showcase the UK'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 essential collaborators in driving significant change, especially within our pilot sites. These carefully selected locations, managed by our partners, act as testing grounds for CULTURATI's solutions. Stakeholders play a crucial role in the success of these initiatives. Through collaboration, feedback, and a shared vision, we aim to transform these pilot sites into exemplary models, setting the stage for wider implementation and creating 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 for each pilot site. Each pilot site has its own unique realities and contexts, therefore, we will provide detailed information for them separately.

4.1. Ascoli Satriano, Italy

The objectives of the study at the Ascoli Satriano pilot site in Italy are multifaceted. These objectives include understanding stakeholder interests, concerns, and influence; assessing their contributions and roles; mapping their networks; identifying gaps and needs; developing engagement strategies; mitigating risks and conflicts; enhancing communication and transparency; promoting sustainable practices; and evaluating engagement and impact.

To achieve these objectives, a comprehensive methodological approach has been employed. Firstly, stakeholder identification was conducted through an extensive review of relevant literature, stakeholder analysis frameworks, and consultations with key informants familiar with the cultural and tourism landscape of Ascoli Satriano. This process involved identifying primary and secondary

stakeholders, as well as those with varying degrees of influence and interest in the local tourism sector.

Following stakeholder identification, stakeholder mapping was performed to visualize relationships, power dynamics, and interdependencies among stakeholders. This exercise provided insights into the stakeholder network and their respective roles in the tourism ecosystem of Ascoli Satriano, helping to identify key players and potential areas for collaboration or conflict.

Following the discussion above, the next section will shift to the stakeholders and their importance within the CULTURATI project at the Ascoli Satriano pilot site in Italy. This section presents the main target groups and stakeholders, providing brief descriptions and highlighting their significance to the project. Based on the methodology and objectives of the analysis, eight categories of potential stakeholders for CULTURATI have been identified. This analysis defined stakeholders as any group that benefits from or impacts the resources in the Monti Dauni area, contributing to the objectives of the CULTURATI project and fostering a sustainable and inclusive cultural-educational ecosystem.

Accordingly, we identified 2,056 stakeholders, classified into 11 macro-categories:

- Beneficiaries of the Meridaunia funds: 46 contacts
- Referents, contact persons, and Mayors across 30 municipalities: 91 contacts
- Direct contacts: 12 contacts
- LAGs in Puglia Region: 52 contacts
- Journalists: 131 contacts
- Tourist Guides: 187 contacts
- Producers: 148 contacts
- Tourism Operators: 134 contacts
- Restaurant Operators: 153 contacts
- Members of the Meridaunia Board: 191 contacts
- Citizens: 1,361 contacts

4.1.1. Main Target Groups and Stakeholders

Beneficiaries of Meridaunia's Funds Beneficiaries of Meridaunia's allocated funds are crucial stakeholders who directly benefit from various forms of financial support, such as grants, subsidies, and investments in tourism-related projects and initiatives. These entities or individuals play a pivotal role in utilizing these funds for cultural and economic development within the region. The stakeholders include tourism businesses, cultural organizations, community projects, and

infrastructure developments, all of which are instrumental in the successful implementation of projects contributing to the region's growth.

Municipalities are essential local government entities responsible for the administration and governance of specific geographical areas within the project's scope. They play a critical role in tourism development by providing infrastructure, services, regulations, and support for tourism activities. As key stakeholders, municipalities influence tourism policies, land use planning, destination marketing, and sustainable development strategies, shaping the overall tourism landscape and fostering growth within their communities.

Local Action Groups (LAGs) in Puglia are dynamic community-led partnerships that bring together diverse local stakeholders from the public, private, and civil society sectors in rural areas. These groups drive integrated rural development, with a focus on promoting tourism and supporting various local initiatives. LAGs serve as facilitators, fostering collaboration and resource exchange, building local capacity, and mobilizing resources to address the unique needs and opportunities in Puglia's rural communities, thereby driving positive change and sustainable development.

Journalists working across various media platforms, such as print, broadcast, online, and social media, cover topics related to tourism, providing valuable insights and information to the public. These professionals play a pivotal role in shaping public perceptions and influencing travel trends through their storytelling, reviews, and recommendations. Their work is essential in disseminating accurate and engaging information, impacting the image, reputation, and visitor behavior of tourism destinations.

Tourist Guides offer guided tours, interpretation, and information services to tourists, highlighting the cultural, historical, and natural wonders of a destination. These professionals possess specialized knowledge, language proficiency, and exceptional communication skills to enrich visitor experiences through insightful commentary and personalized interactions. By facilitating cultural exchange, education, and interpretation, touristic guides play a crucial role in fostering understanding and appreciation of a destination's heritage and identity.

Local Producers encompassing individuals or businesses engaged in creating, cultivating, or manufacturing various products associated with tourism, play a crucial role in the industry. These products, including handicrafts, artisanal goods, agricultural products, and food and beverage items,

contribute to tourism by providing authentic, locally made products that reflect the destination's culture and traditions. Producers support economic diversification, foster entrepreneurship, and drive rural development while preserving traditional skills and craftsmanship.

Restaurants are integral to the tourism experience, offering a glimpse into the unique culinary heritage, flavors, and traditions of a destination. By showcasing local ingredients, recipes, and culinary innovations, restaurants contribute significantly to destination branding, visitor satisfaction, and economic growth. They serve as ambassadors for the region's gastronomic identity, providing a platform for both locals and tourists to savor the diverse and authentic flavors of the locale, creating memorable and immersive experiences.

Citizens are the backbone of the destination community, playing a crucial role in shaping the impact of tourism on their lives. With diverse perspectives, interests, and concerns, citizens are directly impacted by tourism activities, developments, and decisions. Their interests span economic opportunities, environmental conservation, cultural preservation, social dynamics, and overall quality of life. As key stakeholders, citizens actively participate, engage, and advocate for sustainable and inclusive tourism development, ensuring that it aligns with the local community's needs and aspirations.

4.1.2. Progress Made in Building the Network

Following the stakeholder analysis, numerous meetings were organized to engage these stakeholders actively:

- January 19, 2024: Meeting with Meridaunia beneficiaries at Azienda Maitilasso Troia.
- January 31, 2024: Engagement at Azienda Agricola Pasquale Trivisano, Orsara di Puglia.
- February 2024: Multiple meetings including engagements at Azienda MR SFogliata Dauna, TPM of Epic Stays, and various institutional and promotional events across the region.
- March 2024: Engagements included the inauguration of the 'Gole di Pietra di Punta and Ponte Romano' trail, meetings at the Foggia Chamber of Commerce, regional environmental hiking guide meetings, and several municipal meetings.

In collaboration with the University of Foggia, Meridaunia has identified 14 individuals from the University and six locals from Monti Dauni (Municipality of Ascoli Satriano) to create content for the CULTURATI platform.

4.2. Old Porvoo, Finland

The following section identifies the main target groups and stakeholders for the CULTURATI project at the Old Porvoo pilot site in Finland. These stakeholders are crucial to the project's success, as they provide invaluable insights, resources, and support. The main target groups and stakeholders are:

- Local businesses - Cultural and Creative Industries (CCIs)
- Local authorities and public bodies
- Educational institutions
- Associations and local community
- Cultural and Creative Industries (CCIs)

4.2.1. Main Target Groups and Stakeholders

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 the CULTURATI project's scope, the Cultural and Creative Industries contribute to the enrichment of cultural heritage, the generation of economic opportunities, and the cultivation of vibrant communities.

Porvoo's local businesses, including hotels, restaurants, cafés, chocolateries, shops, galleries, museums, manor and wooden houses in Old Porvoo, as well as local artists and tourist guides, are the leading target group. They can benefit from increased visitor traffic generated by the project and their input can influence the project's design and its impact on the local economy.

Most local businesses in Old Porvoo 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 serve as important cultural hubs, attracting visitors, fostering learning, and creating opportunities for artistic and creative exploration. They are integral to the broader CCI landscape, encompassing various sectors such as visual arts, performing arts, heritage, and design.

Local Authorities and Public Bodies are represented by the Porvoo City Council, a significant stakeholder due to their role in heritage preservation, urban planning, and tourism management. Visit Porvoo and Art Factory are also pivotal stakeholders. Their involvement ensures that the

project aligns with local regulations and development plans, facilitating a coordinated approach to tourism and cultural heritage management.

Educational Institutions are vital stakeholders in CULTURATI. Schools and universities, such as Haaga-Helia University of Applied Sciences, play a key role in preserving and promoting 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 for raising awareness, researching, and developing innovative approaches to safeguarding and celebrating cultural heritage and artistic traditions. In addition to students, a group of esteemed academics with exceptional expertise and profound knowledge are invaluable potential stakeholders in the project.

Associations and Local Community play a vital role in the success of CULTURATI. NGOs and professional groups, with their expertise, extensive networks, and collective influence, substantially contribute to the project's success and impact. Maintaining ongoing communication and collaboration with these associations throughout the project is crucial.

The local community, residing in and near Old Porvoo, is a key stakeholder group, 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. Porvoo has around 50,000 citizens, with about 800 people living and working in Old Porvoo.

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

[4.2.2. Progress Made in Building the Network](#)

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

Between February and April 2024, the following meetings/workshops were conducted:

- **Academic Collaborations and Partnerships (February, March, April):** Each month, meetings were held with tourism teachers and students, inviting them to join the National Consortium/Network while providing insights and new content. During these meetings, the project was introduced and participants created content for the project.
- **Multi-Stakeholder Meeting (March and April):** Meetings were organized in each of these months with local entrepreneurs (CCIs), local citizens, public bodies members, and academics. The project was introduced, and their support was sought for content development and membership of the National Consortium/Network.

In coordination with Haaga-Helia University of Applied Sciences (HHU), Porvoo Kaupunki partnered to identify 20 stakeholders and target groups to form a network for the Old Porvoo pilot site. The network consists of local entrepreneurs (local businesses - CCIs), local citizens, public bodies members, and academics and students. Currently, 13 members are local tourism professionals (citizens and entrepreneurs) and 7 come from local tourism education sectors (academics and students). All members are knowledgeable about Porvoo's heritage, arts, and culture.

4.3. Blenheim Palace Heritage Foundation, UK

The following section identifies the main target groups and stakeholders for the CULTURATI project at the Blenheim Palace pilot site in the UK. These stakeholders are crucial to the project's success, as they provide invaluable insights, resources, and support. The main target groups and stakeholders are:

- Sector Groups
- Local authorities and public bodies
- Educational institutions
- Community and professional groups
- Internal departments and staff
- Media
- Visitors

4.3.1. Main Target Groups and Stakeholders

Sector Groups Blenheim Palace is part of several prominent sector groups, including:

- **ALVA (Association of Leading Visitor Attractions)** is an organization that represents the most popular and iconic visitor attractions in the UK. Founded in 1990, ALVA's mission is to

support the UK's visitor attractions in achieving their full potential and to provide a platform for collaboration and the sharing of best practices among its members. ALVA's members include a diverse range of attractions such as museums, galleries, heritage sites, zoos, parks, gardens, and leisure attractions. Members benefit from collective marketing efforts, research, and advocacy.

- **Historic Houses** formerly known as the Historic Houses Association (HHA), is an organization dedicated to supporting and promoting privately-owned historic houses, castles, and gardens in the UK. Established in 1973, it serves as a representative body for owners of these properties, helping them to preserve and open their homes to the public. Historic Houses includes over 1,600 properties, ranging from grand estates and palaces to smaller country homes and gardens. Members receive support in conservation, tourism, and public engagement.
- **Treasure Houses of England** is a consortium of ten of the most magnificent palaces, stately homes, and castles in England. Established to promote these exceptional properties collectively, the group highlights their historical, architectural, and cultural significance. Including the Blenheim Palace, The Treasure Houses include renowned properties such as Chatsworth House, Castle Howard, and Leeds Castle, among others. Each property is recognized for its unique heritage, stunning architecture, and extensive collections of art and antiques.

These sector groups encompass a wide range of leading visitor attractions, historic houses, palaces, and castles. Engaging with these groups through existing networks and regular catchup sessions will help present the CULTURATI project to members, leveraging their collective expertise and influence. Blenheim Palace also leads a **Continual Improvement and Innovation** group consisting of members from the aforementioned sector groups. This group has already been introduced to CULTURATI, facilitating ongoing collaboration and innovation.

Local Authorities and Public Bodies are significant stakeholders due to their role in heritage preservation, urban planning, and tourism management. Their involvement ensures that the project aligns with local regulations and development plans, facilitating a coordinated approach to tourism and cultural heritage management.

- **West Oxfordshire District Council:** This local government body oversees planning and development in the area, playing a crucial role in approving and supporting initiatives that affect the local community and heritage sites.

- **Historic England:** A public body that champions and protects England's historic places, ensuring that projects like CULTURATI adhere to national heritage preservation standards.
- **Oxfordshire County Council:** Involved in broader strategic planning and support for cultural and tourism projects across the county, including infrastructure and community engagement.
- **Natural England:** Responsible for ensuring that the natural environment around heritage sites like Blenheim Palace is protected and enhanced, supporting the integration of natural and cultural heritage in the project.

Educational Institutions are vital stakeholders in CULTURATI. Schools and universities, such as Oxford University and Brookes University, play a key role in preserving and promoting cultural heritage. They provide platforms for education, research, and creative expression, nurturing the talents and knowledge of students and scholars alike. Oxford Brookes University is a partner in the CULTURATI project and collaborates closely with Blenheim Palace to enhance cultural heritage initiatives.

Community and Professional Groups Community engagement is led by Marilyn Davies and Antonia Keeney from the Blenheim Palace, who engage both internal and external groups to encourage involvement in CULTURATI. This includes team members from different departments (Rural, marketing, guides, collection team, archivists, gardens) and external experts, including porcelain specialists and other community members who provide input into the project.

Internal Departments and Staff Internal departments and staff at Blenheim Palace are also crucial stakeholders. Monthly inductions on the 25th of each month include presentations about the CULTURATI project to new starters, ensuring that all team members are informed and engaged.

Media plays a crucial role in shaping public perception and spreading awareness about the CULTURATI project. Engaging with various media outlets, including print, broadcast, online, and social media platforms, helps in disseminating information and promoting the project's objectives.

Visitors to Blenheim Palace are essential stakeholders in the CULTURATI project. By experiencing the site's rich cultural and historical offerings, visitors contribute to the project's success through their engagement and feedback. Their interactions and experiences at Blenheim Palace provide valuable

insights that help shape and improve the initiatives under CULTURATI, ensuring that the project remains relevant and impactful for a diverse audience.

4.3.2. Progress Made in Building the Network

Below is a summary of the national network contacts and meetings that have been instrumental in shaping the project's path:

- Monthly Induction (25th of each month): Presentations to all new starters at Blenheim, including an overview of the CULTURATI project.
- Cherwell School – World of Work Day (31st January, 2024)
- Science Museum (3rd February, 2024)
- Oxford University (12th February, 2024)
- Radley College (22nd February, 2024)
- Chester Zoo (22nd February, 2024)
- Brookes University Digital Twin Event (6th March, 2024)
- Belvoir Castle (19th March, 2024)
- Istanbul (19th April, 2024)
- Channel 5 Documentary (16th May 2024, airing in September 2024)
- Festival of AI Brookes University (4th June, 2024)

Key media engagements include the Channel 5 Documentary filmed on 16th May 2024, which is set to air in September 2024. The interview, conducted on 16th May 2024, provided an in-depth look at the CULTURATI project and its objectives. This media coverage aims to increase public awareness and interest in the project, highlighting its significance in preserving and promoting cultural heritage. The documentary will reach a broad audience, further engaging stakeholders and the general public in CULTURATI's mission.

Currently, the content team includes the following individuals from the Blenheim Palace Heritage Foundation;

- **Emily Spencer**, Head of Operations (Content Lead)
- **Antonia Keeney**, Social History Researcher (Content Editor)
- **Milly Francis**, Palace Guide (In-kind support)
- **Nicole Nielsen-Pike**, Guest Services Supervisor (In-kind support)
- **Sophie Northcott**, Department Guest Services Manager (In-kind support)

4.4. International Organizations and Embassies

International organizations are entities established by multiple countries or sovereign states to collaborate on common goals and address global issues. These organizations act as platforms for diplomatic cooperation, policy development, and the promotion of shared interests among member states. They are pivotal in fostering international relations, advancing global development, and tackling cross-border challenges. Some of these organizations focus on preserving cultural heritage and promoting cultural exchange, while others are involved in tourism and development. In this context, the following international organizations are considered essential stakeholders for the CULTURATI project:

- 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 (IATA)
- United Nations Educational, Scientific and Cultural Organization (UNESCO)
- International Federation for IT and Travel & Tourism (IFITT)

Additionally, embassies, as crucial diplomatic missions representing nations abroad, play a significant role in fostering international relations, cultural exchange, and cooperation. Within the CULTURATI project, embassies are vital partners, aiding in the mission to preserve and promote cultural heritage on a global scale. Their engagement and support act as bridges connecting diverse cultures, thereby enhancing the project's reach and impact. The following embassies are among the stakeholders of the CULTURATI project:

- Embassy of the UK
- Embassy of Finland
- Embassy of Italy

4.5. European Commission and EU Projects

The European Commission (EC) is a key player in driving EU projects by providing essential funding and support across various sectors. As a crucial stakeholder, the EC promotes research, innovation, and collaboration throughout the European Union. The EC oversees numerous EU projects that address significant societal challenges, foster research excellence, and encourage cross-border cooperation. These projects span multiple fields, including technology, sustainability, healthcare, and culture. The following EU projects are among the main stakeholders of the CULTURATI project:

- **PLUGGY, H2020-EU.3.6.3.1., 2016-2019:** This project developed an innovative social platform and a suite of sophisticated smartphone tools that enable individuals, community groups, the industry, museums, and countries to showcase, document, and share their cultural heritage online. The outcomes include four applications integrating 3D and augmented reality, which CULTURATI can utilize to enhance visitor experiences.
- **EMOTIVE, H2020-EU.3.6.3.1., 2016-2019:** By leveraging storytelling combined with an emotive approach, this project enables visitors to emotionally connect with cultural heritage sites. The outcomes include tools and applications that support CCIs in creating narratives and experiences based on "emotive storytelling," which CULTURATI can use to enrich end-user experiences.
- **ARCHES, H2020-EU.3.6.3., 2016-2019:** This project helps European museums become more accessible with 3D art replicas, mobile apps, games, and sign language video avatars. It creates inclusive cultural environments, especially for those with differences and difficulties related to perception, memory, cognition, and communication. The outcomes include innovative applications and functionalities that CULTURATI can use to engage end-users with various challenges.
- **I-MEDIA-CITIES, H2020-EU.3.6.3., 2016-2019:** This project launched a revolutionary platform using audio-visual material to allow users to discover and interact with the history of nine European cities. The outcomes include an online platform with over 10,000 digitized films and photographs, which CULTURATI can categorize and deliver in a customized manner to end-users. CULTURATI's team members, including experts in AI, are working on producing short movie trailers to reach different target markets.
- **CrossCult, H2020-EU.3.6.3., 2016-2019:** This project connects existing digital historical resources and creates new ones through public participation. CrossCult created interactive experiences, making cross-border connections among cultures, citizens, and physical venues to encourage reflection and reinterpretation. The project outcomes include a mobile application (CrossCult Venues - Cultural Connections) that allows users to discover cultural and historical associations among different European venues. CULTURATI can use the stories in this platform, categorized under "history" for interested end-users.

5. Next Steps

As we chart the course forward for CULTURATI, we are dedicated to taking decisive actions that will bring us closer to our vision of revitalizing cultural heritage in the modern era. Our journey ahead is one of continuous growth and innovation, guided by several strategic steps that will shape our path.

These steps reflect 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 and enhance cooperation.
- **Diversify Content:** Create and disseminate content that caters to the diverse interests and needs of various target groups, thereby enhancing cultural engagement across different segments of society.
- **Promote Project Awareness:** Enhance project visibility by strategically placing posters at high-traffic transportation hubs, such as airports, train stations, and subways across major European cities. This initiative, in collaboration with relevant transportation authorities and municipal governments, aims to reach a broader audience and raise awareness about our project among travelers and stakeholders in the transportation sector.
- **Leverage Technology:** Utilize digital platforms and social media to maximize the reach and impact of the network's efforts, adapting to modern communication trends and ensuring widespread dissemination of information.
- **Measure Impact:** Implement mechanisms to assess the effectiveness of the network in achieving its goals, including tracking engagement metrics and gathering user feedback to continuously improve our strategies.

Conclusion

In conclusion, the National Consortium/Network Report for Europe 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 Europe'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 Europe.

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 Europe. 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 organized around the pilot sites of CULTURATI in Europe.