



Deliverable D4.2 – Training Report - Europe

Deliverable type	R – Report
Dissemination level	Public
Due date (month)	M18
Delivery submission date	31 July 2024
Work package number	WP4
Lead beneficiary	Bilkent Universitesi Vakif (BU)



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	February 1 2023	Project duration	36 months
Project URL	http://www.culturati.eu		
Document URL	https://culturati.eu/deliverables/		

Deliverable number	D4.2			
Deliverable name	Training Report – Europe			
Work package number	WP4			
Work package name	System Validation and Demonstration			
Date of delivery	Contractual	M18	Actual	M18
Version	1.0			
Lead beneficiary	Bilkent Universitesi Vakif (BU)			
Responsible author(s)	Arzu Sibel İkinci, Bilkent Universitesi Vakif, aikinci@bilkent.edu.tr			
Reviewer(s)	Dr. Eda Gürel, Bilkent Universitesi Vakif, eda@tourism.bilkent.edu.tr			

Short Description	This deliverable outlines the implementation of a comprehensive training program within the CULTURATI project across multiple European pilot sites.
-------------------	---

History of Changes			
Date	Version	Author	Remarks
20 July 2024	Draft 0.1	Arzu Sibel İkinci	First version
4 August 2024	Final 1.0	Arzu Sibel İkinci	Revised after review

Executive Summary

The CULTURATI project aims to revolutionize cultural heritage preservation and promotion through innovative technology. This report focuses on the project's training component, which was implemented across multiple European pilot sites.

The training program equipped stakeholders, including cultural institutions, content creators, and technical personnel, with the skills to develop engaging Q&A games and dynamic routes. The program fostered a comprehensive understanding of the CULTURATI platform by tailoring training modules to specific site needs and leveraging diverse learning methods.

The training programs served as a platform for bringing together diverse stakeholders, fostering collaboration and knowledge exchange. The report emphasizes the importance of building a collaborative ecosystem among stakeholders, involving them in project activities and promoting the CULTURATI platform. The project has fostered a strong foundation for future collaboration and innovation by sharing knowledge and best practices.

The training equipped participants with the skills to create accessible and engaging cultural experiences, contributing to the project's overall impact. The feedback indicates that CULTURATI has the potential to significantly enhance accessibility to cultural heritage, engage diverse audiences, and enrich educational experiences. The project's impact on the cultural sector, including content dissemination and skill development, is also highlighted.

Overall, the CULTURATI training program has laid a solid groundwork for the successful implementation and validation of the platform. Continued efforts in user training, content creation, and data analysis will be crucial for maximizing the project's impact and achieving its long-term goals.

Table of Contents

Executive Summary.....	3
Table of Contents.....	4
1. Introduction.....	5
3. Enhancing Impact of the Training.....	6
3.1 Training and the Capacity Building in WP4.....	6
3.2 Training and System Implementation Progress in WP4.....	6
3.3 Importance of the Work Carried out in WP4.....	7
3.4 Challenges and Adjustments.....	7
3.5 Achievements in Project Initiation and Training Development.....	8
4. Training Activities in Related to Dissemination, Exploitation, and Communication (WP6).....	8
4.1 Enhanced Educational Experiences.....	9
4.2. Empowering Content Creation and Dissemination.....	9
4.3. The List of Trainings.....	9
5. Detailed Information on Workshops and Trainings.....	10
5.1. Blenheim Palace and Heritage Foundation, UK.....	10
5.2. Meridaunia, Italy.....	11
5.3. Porvoon Kaupunki, Finland.....	13
6. Training Handbook and Materials.....	14
6.1 Committed to Open Science and Share Project Results on APERTA.....	14
Conclusion.....	15

1. Introduction

The CULTURATI project, funded by the European Union, is dedicated to revolutionizing the experience, preservation, and promotion of cultural heritage. A cornerstone of this initiative is the development and implementation of a comprehensive training program aimed at empowering diverse stakeholders. This program equips them to effectively utilize the CULTURATI platform to provide customized games and routes for end-users.

This report comprehensively overviews the training program undertaken across multiple European pilot sites in the project. By examining the training's structure, content, and delivery, this document provides insights into how participants were equipped with the skills to create engaging and informative cultural experiences. A particular focus is placed on developing Q&A games and dynamic routes, critical components of the CULTURATI platform designed to enhance visitor engagement and understanding of cultural heritage.

The CULTURATI project aims to build a robust network capable of maximizing the potential of the CULTURATI platform by training a wide array of individuals, including site administrators, data entry operators, content creators, and cultural professionals. This report examines the training, challenges encountered, and the program's overall impact on the project's objectives. Ultimately, CULTURATI's success hinges on its stakeholders' ability to utilize the platform effectively, and this report demonstrates how the training program has played a crucial role in achieving this goal.

This report;

- Clearly defines the project's scope and related objectives.
- Emphasizes the European dimension of the training program.
- Highlights the importance of stakeholder training for the platform's success.

2. Overview of Pilot Sites and Project Scope

A primary objective of the CULTURATI project is to thoroughly evaluate the performance and interoperability of its technological components within real-world settings. Two pilot studies are located in Türkiye: Ankara Citadel (outdoor pilot site) and Istanbul Rahmi M. Koç Museum (indoor pilot site). Additionally, there are three pilot studies in Europe: Ascoli Satriano (outdoor pilot site) in Italy, Porvoo (outdoor pilot site) in Finland, and Blenheim Palace (indoor and outdoor pilot site) in the UK. These test environments allow for a comprehensive assessment of the system's ability to deliver relevant information to users while effectively managing visitor flow. Furthermore, the

project aims to optimize the system's speed, reliability, and scalability through detailed performance evaluation and refinement at these pilot sites.

Initial training for CULTURATI started at the pilot sites in Türkiye and continued with the pilot sites in Europe. We individually conducted training sessions for each pilot site to address their specific needs. Tailored training sessions were conducted to equip each site's trainers and stakeholders with the skills needed to utilize the platform effectively.

To this end, training started in M11 with the task leader Bilkent Universitesi Vakif (BU) and actively included technical team partners IOTIQ GmbH (IOTIQ), NIMBEO Estrategia E Innovacion SL (NIMBEO), and Universidad Carlos III De Madrid (UC3M). To ensure effective system utilization, comprehensive training materials, including audio-visual aids, were developed. Trainers were equipped through dedicated workshops to disseminate knowledge at the national level. Ongoing support was provided to trainers through additional sessions and resource sharing.

3. Enhancing Impact of the Training

3.1 Training and the Capacity Building in WP4

WP4 strongly emphasizes empowering trainers and content creators to utilize the CULTURATI platform with tailored pieces of training effectively. By providing comprehensive training and support, we aim to foster a community of skilled individuals capable of developing engaging and informative educational experiences. Through these efforts, we seek to enhance teaching practices, enrich student learning, and ultimately promote a deeper appreciation for cultural heritage.

In WP4 under Task 4.2 Conducting Trainings, while the task leader is BU, the partners involved include Haaga-Helia University of Applied Sciences (HHU), Porvoon Kaupunki (HHU-PK), Oxford Brookes University (OBU), Istanbul Rahmi M. Koç Museum (RMK), Serdar Vural Oktem (SVO), Universita Degli Studi di Foggia (UNIFG), IOTIQ, NIMBEO, UC3M, Ankara Governorship (AG), Meridaunia Soc. Cons. ARL (MSCA), Blenheim Palace Heritage Foundation (BP).

3.2 Training and System Implementation Progress in WP4

Significant progress has been made in training and system implementation. Pilot sites have completed initial training successfully and begun populating the platform with content. While Blenheim Palace has made substantial progress in content development, the other sites are actively

finalizing sensor acquisition and deployment plans. These foundational steps position the project for the upcoming phases of validation and demonstration.

3.3 Importance of the Work Carried out in WP4

WP4 requires close coordination between pilot sites and research universities to ensure they are well-informed about their responsibilities during and after the project. This involved identifying key stakeholders and target groups to establish a collaborative network across the pilot sites in Italy, Finland, and the UK. To facilitate this process, the BU team initiated coordination and training sessions with a dedicated Training Director, organized meetings to address technical requirements, and provided guided content development. It involves identifying the main stakeholders and target groups to form a network in the pilot sites in Italy, Finland, and the UK.

3.4 Challenges and Adjustments

During this training period, we encountered some challenges in WP4 that required adjustments. While training sessions were successfully conducted, HHU-PK and MSCA pilot sites faced delays in creating and entering content into the system due to varying levels of readiness and resource availability.

The two pilot sites are in the process of acquiring their sensors. Finalizing the areas to cover and the sensor locations took longer than anticipated, leading to delays in system installation. To address this, BU coordinated closely with local teams to expedite the process and ensure accurate placement by establishing connections with the sensor providers. BP is ahead of the other sites in Europe. BU have increased communication and support to these sites to address any issues promptly.

During the tailored training sessions, besides using the CULTURATI collaborative platform for content creation, we also thoroughly explained and demonstrated our "ticketing system" designed for addressing urgent technical issues. This system ensures that any technical problems encountered are promptly reported and resolved, minimizing disruptions to the project.

We visited the pilot site in Italy on July 22-25, 2024, to discuss and determine the roadmap for placing heritage items on the map. This collaborative effort aimed to strategically position the heritage items to enhance the user experience and ensure accurate representation within the system. Additional visits are scheduled for September 8-9, 2024, for the pilot site in Finland, and October 28-29, 2024, for the pilot site in the UK.

3.5 Achievements in Project Initiation and Training Development

- **Overcoming further delays in content creation:** Training for content creation started in Türkiye in M11. Ankara Citadel (between M11-M15) and Istanbul Rahmi M. Koç Museum (in M12) created their content in Excel files. The details are in Deliverable D3.3 Training Report – Türkiye and D3.4 Content Report 1.
- **WP3 serves as a precursor to full-scale implementation:** WP3 tests and refines the CULTURATI system within two pilot environments in Türkiye. This involves comprehensive evaluations, user trainings, workshops, and content development to optimize the platform's functionality and user experience. To coordinate European activities, we used our real-world experience gained from WP3 to facilitate WP4.
- **Individualized Project Orientation:** Upon the commencement of WP4 in Month 13, the project coordinator initiated separate meetings with each pilot site to provide tailored project overviews and address specific concerns.
- **Comprehensive Training Manual:** A collaborative effort between the BU team and Blenheim Palace created a standardized training handbook to guide pilot site personnel through the CULTURATI system.
- **Customized Training Resources:** To address the unique requirements of each pilot site, the BU team precisely adapted the training manual to ensure optimal relevance and effectiveness.
- **Multimedia Training Support:** Five informative YouTube videos were produced to complement the training materials, providing visual demonstrations and supplementary learning resources for pilot site teams.

4. Training Activities in Related to Dissemination, Exploitation, and Communication (WP6)

A robust training and knowledge dissemination strategy was implemented to maximize the impact of the CULTURATI project. This included sharing valuable resources such as training materials and operational guidelines through the project website and social media channels (YouTube). Engaging workshops and public presentations were organized to foster interaction with users and stakeholders onsite. These concerted efforts laid the groundwork for achieving the project's overarching goal of fostering inclusivity, education, and engagement with cultural heritage.

4.1 Enhanced Educational Experiences

CULTURATI's innovative approach leverages interactive games and tailored visitor routes to create engaging and immersive learning experiences. By transforming the exploration of cultural heritage into a fun and interactive process, the platform aims to cultivate a lifelong appreciation for history and culture. Moreover, research part of the project will enable us to assess the effectiveness of these educational strategies and refine the platform accordingly.

4.2. Empowering Content Creation and Dissemination

The training sessions conducted for content creators have been instrumental in equipping local stakeholders, including entrepreneurs, with valuable skills in content creation. These sessions have not only enhanced their ability to contribute to the CULTURATI system but have also improved their appreciation and understanding of cultural heritage and arts. By creating and disseminating quality content related to the sites like Ankara Citadel, the project is enhancing the digital representation of these sites, making them more accessible and appealing to a global audience.

4.3. The List of Trainings

1. **July 22-23, 2024** – Meeting and Training Workshops with Meridaunia (**Europe**)
2. **May 28, 2024** – Meeting with Blenheim (**Europe**)
3. **May 22, 2024** – Training for RMK (Türkiye)
4. **May 21, 2024** – AG Training for the Map (Türkiye)
5. **May 20, 2024** – Meeting with Oğuz for the Map Training (Türkiye)
6. **May 16, 2024** – Training for Blenheim (**Europe**)
7. **May 15, 2024** – CULTURATI- Training for Blenheim (**Europe**)
8. **May 14, 2024** – CULTURATI - Training for RMK (Türkiye)
9. **May 09, 2024** – CULTURATI - RMK Training (Türkiye)
10. **Apr 24, 2024** – CULTURATI - RMK Training Meeting (Türkiye)
11. **April 8, 2024** – CULTURATI - Training for Wiki (Türkiye)
12. **February 15, 2024** – CULTURATI - Meeting with Meridaunia (**Europe**)
13. **February 15, 2024** – CULTURATI - Meeting with Blenheim (**Europe**)
14. **Feb 12, 2024** – CULTURATI - Meeting with Porvoon Kaupunki (**Europe**)
15. **Dec 21, 2023** – CULTURATI - Meeting with RMK (Türkiye)
16. **Nov 29, 2023** – CULTURATI - User Training for Rahmi M. Koç Museum (Türkiye)

5. Detailed Information on Workshops and Trainings

5.1. Blenheim Palace and Heritage Foundation, UK

A dedicated first training session was conducted for the UK Blenheim Palace Heritage Foundation on **15 February 2024**. A comprehensive training handbook was developed and customized for each pilot site to support the training. Participants had access to recorded sessions and supplementary materials. A dedicated training team, led by Antonia Keaney and David Green, was established at Blenheim Palace to ensure the effective delivery of tailored training programs aligned with the project's goals.

- **Training for the Wiki**

- Date: May 14 2024
- Place: Online
- Trainers: Santiago Rondon Galvis
- Description: This online training session was conducted to familiarize David Green with the functionalities of the Wiki system. Santiago Rondon Galvis provided detailed instructions on navigating the Wiki, creating and editing pages, and effectively utilizing the platform for content creation for games and routes.

- **Training for the Wiki**

- Date: May 15 2024
- Place: Online
- Trainers: Arzu Sibel İkinci, Director of Training in CULTURATI, and Dr. Eda Gürel, Coordinator
- Description: Arzu Sibel İkinci and Dr. Eda Gürel led this session to train Antonio Keaney on the Wiki system. The training focused on navigating the Wiki, creating and editing pages, and effectively utilizing the platform for content creation for games and routes to ensure efficient usage by the team.

- **Training on System Improvement and Experience Sharing**

- Date: May 28 2024
- Place: Online
- Trainers: David Green, Innovation Manager at BP; Dr. Eda Gürel, Coordinator; Arzu Sibel İkinci, Director of Training in CULTURATI; Nese Ozcelik; Santiago Rondon; Oguz Kurt
- Description: This session was aimed at sharing experiences and improving the system. It included insights and feedback from various team members to

enhance the overall functionality and usability of the system. The comprehensive training covered troubleshooting, system optimization, and collaborative strategies to ensure the platform's smooth operation and continuous improvement.

5.2. Meridaunia, Italy

MSCA, in collaboration with UNIFG at the Italian pilot site in Ascoli Satriano, has been tasked with validating and demonstrating the technological outcomes of the CULTURATI project in operational environments. The activities, spanning from month M13 to M36, aim to assess content creators' and end-users' experiences and satisfaction. The first formal training session for the CULTURATI project was conducted in English via Zoom on **15 February 2024**, specifically for the Italy pilot site, Monti Dauni area, Meridaunia. Angela Loporchio and Lucia Pia Coscia actively participated in this training session. Given the unique outdoor setting of Monti Dauni, 20 content creators from the site will be designated as trainers to facilitate the dissemination of knowledge and skills acquired during the training session.

The workshops conducted by Bilkent University for MSCA and UNIFG marked the initiation phase of the training programs, serving to introduce participants to the CULTURATI project and familiarize them with the fundamental aspects of content creation. This initial training was followed by subsequent sessions conducted by MSCA and UNIFG, which were designed to educate content creators, trainers, and other key roles essential for project implementation. In these sessions; key activities included:

- Training content creators to develop high-quality, engaging material.
- Encouraging Cultural and Creative Industries (CCIs) and local citizens to create and disseminate content for CULTURATI at various events.
- Utilizing social media platforms to enhance the visibility and reach of CULTURATI.

To this end, the following meetings have been conducted by MSCA and UNIFG;

- January 12, 2024: Initial coordination for forming the national consortium/network, building the stakeholder network, and proposing pilot site 'routes'.
- February 8, 2024: The methodology for training users was presented during the online meeting with the Coordinator and all the consortium members. Following the meeting with the Coordinator.

- February 9, and March 25, 2024: Discussions on stakeholder engagement, pilot site 'route' selections, and methodology for content production.
- April 2024 Series (8th, 10th, 15th, 26th): Updates on content preparation, meetings with focus group participants, and final validations of created content.

Besides these meetings, the following training sessions have been conducted by BU for the MSCA team.

- **Training Workshop for the Wiki**
 - Date: July 22, 2024
 - Place: Onsite at MSCA, Lucera Office, Italy
 - Trainers: Arzu Sibel İkinci, Director of Training and Researcher, Eda Gürel, Coordinator
 - Description: This onsite training session was conducted to familiarize the MSCA team, including Angela Maria Loporchio, Michele Alessandro d'Alsazia, Sara Crucinio, and Lucia Pia Coscia, with the functionalities of the Wiki system. The training covered the various roles within the system, including administrator, content creator, and editor. The session provided hands-on experience, enabling team members to understand their respective roles and responsibilities, and ensuring effective utilization of the Wiki system for their ongoing projects and collaborative efforts. The training session also included information about the Ticketing System to report errors and make suggestions to improve the system.
- **Training Workshop for the Core Main Application**
 - Date: July 23, 2024
 - Place: Onsite at MSCA, Lucera Office, Italy
 - Trainers: Arzu Sibel İkinci, Director of Training and Researcher, Eda Gürel, Coordinator
 - Description: This onsite training session was conducted to familiarize the MSCA team, including Angela Maria Loporchio, Michele Alessandro d'Alsazia, Sara Crucinio, and Lucia Pia Coscia, with the functionalities of the Geospatial Map. The training specifically focused on equipping data entry operators with the knowledge needed to manage navigation points, exhibition items, and other related functionalities within the system. The training session also included information about the Ticketing System to report errors and make suggestions to improve the system.

- **Pilot Site Visits**

- Date: July 23, 2024
- Place: Onsite at MSCA
- Trainers: Arzu Sibel İkinci, Director of Training and Researcher, Eda Gürel, Coordinator
- Description: During the onsite visits, we conducted comprehensive assessments to determine the optimal locations for sensors and navigation points at Ascoli Satriano. These visits were essential to ensure accurate data collection and effective navigation for future project phases. Additionally, we visited Troia, a potential site for project expansion. The evaluation at Troia aimed to explore its suitability for integrating similar technological solutions, thereby broadening the project's scope and impact. This onsite visits attended by Angela Maria Loporchio, Michele Alessandro d'Alsazia, Sara Crucinio, Lucia Pia Coscia, and also Enrica Iannuzzi from UNIFG.

5.3. Porvoon Kaupunki, Finland

During the training sessions that began in M13, a dedicated session was also conducted for the Finnish pilot site, Porvoon Kaupunki, resulting in valuable insights and contributions. To ensure consistency and support, training materials were customized to address the specific needs of each location, such as the unique challenges of outdoor content creation. This training session took place on **12 February 2024**.

Following the training, a cohort of 20 content creators in Porvoo was trained by the team at HHU and HHU-PK to develop site-specific content aligned with the project's objectives. Feedback was collected to enhance the clarity and effectiveness of these sessions.

The initiatives led by HHU and PK have had significant impacts:

- Training sessions have equipped local stakeholders with content creation skills, enhancing their contribution to the CULTURATI system and their appreciation of cultural heritage.
- Digital content creation has enriched the representation of Old Porvoo, improving its educational value and attractiveness globally, thus will promote cultural tourism.
- The project's social media efforts have broadened its reach and increased awareness of Old Porvoo's cultural heritage, fostering greater community involvement.

- Forming a diverse network has boosted a sense of community and collaboration, ensuring sustained engagement and enhancing the project's long-term impact.

Onsite training sessions for Porvoo are scheduled for 8-9 September, 2024.

6. Training Handbook and Materials

Comprehensive documentation of training materials and audiovisual content is provided in Deliverables 1.6 Training Handbook and Audiovisuals and Deliverable 3.3. Training Report – Turkey, in addition to the Deliverable D2.6 UX, Real User Tests, and User Guidelines Specification Report. A dedicated Turkish-language manual was also developed and disseminated during a training session at the Erimtan Archeology Museum to enhance support for local content creators further.

For the training of the European sites, the documentation prepared by David Green, (Innovation Head of BP) and BU, combined to teach how to create content information for the system and how to build teams. In addition for the CULTURATI wiki and map components, a detailed user guide has been prepared and delivered with Deliverables 1.6 Training Handbook and Audiovisuals and Deliverable D2.6 UX, Real User Tests, and User Guidelines Specification Report.

6.1 Committed to Open Science and Share Project Results on APERTA

All project results of CULTURATI are publicly accessible, ensuring transparency and widespread dissemination of the valuable insights gained during the project. To view these results, please visit our dedicated page at <https://culturati.eu/deliverables/>. The APERTA platform provides detailed figures and analysis of their engagement metrics, illustrating the impact and reach of our project outputs. This information highlights our audience and stakeholders' active involvement and interest in the various project activities.

Conclusion

The CULTURATI training program has demonstrated its efficacy in equipping diverse stakeholders with the skills necessary to create engaging and impactful cultural experiences. The program has empowered participants to develop innovative content and enhance visitor engagement by delivering tailored training modules and fostering a collaborative learning environment.

A commitment to ongoing evaluation and refinement is essential to ensure the continued success and evolution of the training program. Through ongoing training sessions and workshops, and by actively seeking participant feedback and adapting the program accordingly, CULTURATI aims to position itself at the forefront of cultural heritage education and innovation.