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CULTURATI

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Short Description	This deliverable addresses the General Project Review Consolidated Report - HE (M15) feedback by aligning our recommendations with existing policies and including additional, actionable policy recommendations. In addition, we incorporate insights and recommendations derived from data collected at three additional pilot sites in Finland, Italy, and the UK, enhancing our findings' scope and applicability.

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26 December 2024	Draft 0.1	Eda Gürel	First version
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Executive Summary

This deliverable, Policy Brief 2, builds on the foundation established in Policy Brief 1 and incorporates key recommendations from the project's progress and feedback. In response to the General Project Review Consolidated Report (HE), this brief aligns the project's policy advice with existing policy frameworks, offering a cohesive and actionable set of recommendations. The brief seeks to enhance its relevance and value to decision-makers by integrating established policies with additional insights.

The recommendations are further enriched in this iteration by data and observations gathered from three additional pilot sites in Finland, Italy and the United Kingdom. The insights from these pilot sites are used to refine existing recommendations and propose new strategies tailored to diverse cultural and geographic contexts.

Key highlights of this policy brief include:
1. A detailed matching of policy recommendations with existing frameworks, including EU and international policies on cultural heritage, sustainability, accessibility, and ethical innovation.
2. Additional recommendations based on pilot site findings emphasize local adaptation and innovation.
3. Identification of critical policy gaps that hinder the integration of cultural heritage preservation with modern technological solutions, particularly in underrepresented regions.
4. Suggestions to address these gaps include enhanced funding mechanisms, fostering cross-sector collaboration, and creating capacity-building programs tailored to local needs.

Policy Brief 2 aims to serve as a comprehensive guide for policymakers, stakeholders, and cultural institutions. It underscores the importance of integrating innovative solutions with existing policies to address emerging challenges and drive sustainable cultural engagement across Europe.

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1. Introduction

This document is the second in a series of three policy briefs providing insights gathered from the CULTURATI project. Building on the foundation established in the first brief, this document incorporates additional developments and observations from the project's three pilot sites in Finland, Italy, and the United Kingdom. It responds to the General Project Review Consolidated Report (HE) feedback by aligning policy recommendations with existing frameworks and offering supplementary recommendations. The focus is on integrating diverse findings from multiple contexts to strengthen Cultural and Creative Industries (CCIs) and enhance visitor experiences across Europe.

2. Goals of the CULTURATI Project

The first policy brief outlined the primary goals of the CULTURATI project, emphasizing its response to challenges faced by CCIs during the pandemic. CULTURATI aims to build a resilient, inclusive cultural-educational ecosystem supported by digital technologies. Key objectives include fostering collaboration, enhancing accessibility, preserving cultural heritage, and optimizing visitor experiences. The project leverages advanced technologies such as IoT, AI, and mobile platforms, validated through pilot sites in Türkiye, to create a robust, user-centered platform.

Building on these goals, this brief expands the scope by incorporating insights and recommendations derived from three additional pilot sites in Italy, the United Kingdom, and Finland. These findings provide a broader perspective and enhance the applicability of the project's objectives across diverse cultural contexts. For more detailed insights into the initial goals and findings, please refer to Policy Brief 1.

3. Advancements and Initiatives in Stage Two of the CULTURATI Project

In Stage Two of the CULTURATI project, significant advancements were made in expanding the initiative's scope to include three additional pilot sites located in Finland, Italy, and the United Kingdom. These pilot sites—Old Porvoo in Finland, Ascoli Satriano in Italy, and the Blenheim Palace Heritage Foundation in the UK—offer diverse cultural, historical, and geographical contexts, enriching the project's overall framework.

Old Porvoo, a charming historic town in Finland, is renowned for its well-preserved wooden architecture and rich cultural heritage. It provides a unique setting for exploring how modern technological solutions can enhance accessibility and visitor experiences in traditional heritage sites.

Ascoli Satriano, located in Italy, is steeped in ancient history and archaeological significance, offering opportunities to integrate digital content and interactive tools to engage both local and international audiences. Its focus on preserving and showcasing cultural artifacts aligns closely with CULTURATI's objectives.

The Blenheim Palace Heritage Foundation in the UK, a UNESCO World Heritage Site, combines architectural grandeur with extensive grounds and gardens, providing a compelling environment to test the project's technological and content-driven innovations. Its globally recognized heritage site status adds valuable insights into how CULTURATI can operate at high-profile locations.

Building on the foundation established in Stage One, this phase focused on extending technological integration, content creation, and collaboration across all pilot sites, ensuring alignment with the project's overarching objectives. Key developments in Stage Two include the installation of the CULTURATI at the new pilot sites, enabling these locations to contribute customized content for the platform. These sites created substantial content tailored to their unique cultural and historical contexts, which was integrated into CULTURATI's immersive games and routes. Feedback from content creators at these sites revealed both similarities to the insights gathered from the Turkish sites and additional site-specific observations that have been invaluable for refining the platform.

A significant milestone in Stage Two was the release of the second prototype of CULTURATI. This updated version incorporated improvements based on feedback from Stage One and provided enhanced functionality for content creation and visitor engagement.

In parallel, CULTURATI continued to enhance its technological infrastructure by installing crowd management sensors at the additional pilot sites. This technology ensures visitor safety, optimizes crowd flow, and improves visitor experience.

The collective effort across all pilot sites highlights the project's dedication to inclusivity, cultural preservation, and innovation. The new sites enriched the platform with diverse perspectives by engaging local experts, artists, and creative professionals, further strengthening CULTURATI's capacity to promote and sustain Europe's rich cultural heritage across borders.

4. Relevant Policy Frameworks and Guidelines

The CULTURATI project aligns with several existing policies and frameworks that guide the CCIs, ensuring that its recommendations are both actionable and grounded in established principles. These frameworks address key areas such as accessibility, sustainability, cultural preservation, innovation, intellectual property rights, and capacity building. In this policy brief, new policy recommendations, including those addressing digital skills development and establishing an editor role for content management, have been integrated to respond to specific challenges observed at the pilot sites. Below is a summary of the most relevant policies:

General Frameworks for CCIs and Digitalization

- **New European Agenda for Culture (2018):** Focuses on fostering social cohesion, innovation in CCIs, and strengthening international cultural relations (European Commission, 2024a).

- **Creative Europe Programme (2021-2027):** Supports cultural diversity, innovation, and accessibility across Europe's cultural sectors (European Commission, 2024b).

- **UNESCO 2003 Convention for the Safeguarding of Intangible Cultural Heritage (2003)**: Focuses on preserving and promoting living cultural expressions and practices, such as traditions, performing arts, and rituals, that are integral to communities' identities. It emphasizes safeguarding this heritage through international cooperation, community involvement, and sustainable development efforts (UNESCO, 2003).

- **UNESCO Policy Guide for a Resilient Creative Sector (2020):** Provides strategies for CCIs to recover and thrive post-crisis, emphasizing inclusivity and digital innovation (UNESCO, 2024).

- **European Accessibility Act (2019):** Promotes accessibility in digital platforms and services, ensuring cultural heritage is available to all, including disadvantaged groups (European Commission, 2024c).

- **European Skills Agenda (2020):** Promotes lifelong learning and skill development, particularly digital skills, to support inclusion and sustainable growth across all sectors (European Commission, 2024d).

- **The 2030 Digital Compass (2021):** Outlines strategies for fostering a human-centered, sustainable, and prosperous digital future in Europe as part of the European Way for the Digital Decade is a 2021 European Commission Communication. It emphasizes that achieving this vision requires more than just digital infrastructure; a value-driven, people-focused approach is essential. This includes ensuring that digital infrastructure is sustainable, energy- and resource-efficient, and fully aligned with Europe's societal values and goals (European Commission, 2024e).

- **Digital Education Action Plan (2021-2027):** Outlines a shared vision for delivering high-quality, inclusive, and accessible digital education across Europe. It aims to assist Member States in adapting their education and training systems to meet the demands of the digital era (European Commission, 2024f).

Copyright and Intellectual Property Frameworks

- **Berne Convention for the Protection of Literary and Artistic Works (1886):** Ensures universal protection of creators' rights, including moral rights for attribution and protection against modification (WIPO, 2024).

- **European Union Copyright Directive (2019/790/EU):** Modernizes copyright law in the digital age, emphasizing fair remuneration, licensing for cultural heritage institutions, and user-generated content protections (European Union, 2024).

- **Commission Recommendation (EU) 2021/1970 on a Common European Data Space for Cultural Heritage (2021).** Aims to establish a shared European data space for cultural heritage, supporting cultural heritage institutions in advancing their digitization and preservation initiatives while capitalizing on the opportunities presented by digital transformation (European Sources Online, 2024).

Ethical and Technological Integration

- **General Data Protection Regulation (GDPR, 2018):** Establishes robust privacy and data security standards, ensuring compliance in visitor tracking and digital engagement initiatives (GDPR.EU, 2024).

- **European Union Ethics Guidelines for Trustworthy AI (2019):** Outlines principles for ethical AI development, emphasizing transparency, accountability, and inclusivity in technology integration (European Commission, 2024g).

- **Living Guidelines on the Responsible Use of Generative AI in Research (2024):** Provides actionable recommendations for the ethical and responsible use of generative AI in research. These guidelines emphasize transparency, confidentiality, fairness in AI processes, and accountability in outcomes (European Commission, 2024h).

By aligning the CULTURATI project's activities and recommendations with these established policies, this policy brief ensures its proposed strategies are relevant, legally compliant, and sustainable. These frameworks not only provide a foundation for the project's initiatives but also guide its contributions toward shaping the future of CCIs across Europe.

5. Observations, Recommendations, and Policy Alignment

This section presents key observations and feedback from the CULTURATI project's pilot sites, alongside corresponding policy recommendations. To ensure actionable guidance, these recommendations are aligned with relevant existing policies and frameworks. The alignment highlights how CULTURATI's initiatives not only address specific challenges but also contribute to broader policy objectives in cultural heritage, technology integration, and ethical innovation.

Table 1 provides a concise overview of the observations, proposed recommendations, and their connections to established policies, ensuring clarity and practicality for decision-makers and stakeholders.

Table 1. Observations, Recommendations, and Policy Alignment

Observation/Feedback	Policy Recommendation	Relevant Policies/Frameworks
Rediscovery Through Content Creation: Museum staff rediscovered collections and created personalized content for diverse audiences	Embracing Personalized Approaches to Content Creation for Cultural Engagement.	**Creative Europe Programme (2021-2027):** Supports cultural diversity, innovation, and accessibility across Europe's cultural sectors**. UNESCO 2003 Convention for the Safeguarding of Intangible Cultural Heritage**: Emphasizes safeguarding cultural narratives and community contributions.
Overcoming Challenges in Content Delivery: Museums struggle to deliver vast information effectively to visitors	Integrating AI for Enhanced Cultural Engagement through Customized Information.	**Creative Europe Programme (2021-2027):** Supports cultural diversity, innovation, and accessibility across Europe's cultural sectors. **UNESCO 2003 Convention for the Safeguarding of Intangible Cultural Heritage**: Emphasizes safeguarding cultural narratives and community contributions. **European Union Copyright Directive (2019/790/EU)**: Encourages fair use and innovation through digital tools. **European Union Ethics Guidelines for Trustworthy AI (2019):** Outlines principles for ethical AI development, emphasizing transparency, accountability, and inclusivity in technology integration (European Commission, 2024e).
Enhancing Accessibility Through Customized Data Files: CULTURATI offers	Adoption of Inclusive Practices for Disadvantaged	**Creative Europe Programme (2021-2027):** Supports cultural diversity, innovation, and accessibility across Europe's cultural

Challenge	Recommendation	Relevant Policies
various data formats to meet diverse user needs	Individuals.	sectors. **UNESCO Policy Guide for a Resilient Creative Sector (2020)**: Advocates accessibility for diverse audiences. **European Accessibility Act (2019)**: Promotes accessible digital content and services. **The 2030 Digital Compass (2021):** Outlines strategies for fostering a human-centered, sustainable, and prosperous digital future in Europe.
Empowering Micro Enterprises for Content Creation: Micro-enterprises faced challenges in content creation due to varying education levels	Establishing Knowledge and Innovation Hubs for Enhanced Content Quality Assurance.	**Creative Europe Programme (2021-2027)**: Encourages capacity-building in CCIs. **European Skills Agenda (2020):** Promotes lifelong learning and skill development, particularly digital skills, to support inclusion and sustainable growth across all sectors. **Digital Education Action Plan (2021-2027):** Outlines a shared vision for delivering high-quality, inclusive, and accessible digital education across Europe.
Empowering Small Businesses: Innovative business models for sustainable cultural engagement	Implementing Sustainable Revenue Models for Cultural Platforms.	**New European Agenda for Culture (2018):** Focuses on fostering social cohesion, innovation in CCIs, and strengthening international cultural relations. **UNESCO Policy Guide for a Resilient Creative Sector (2020):** Provides strategies for CCIs to recover and thrive post-crisis, emphasizing inclusivity and digital innovation.
Privacy-Compliant Visitor Tracking: Radar sensors were used for GDPR-compliant crowd management	Promoting Privacy-Conscious Technologies in Cultural Heritage Sites.	**General Data Protection Regulation (GDPR, 2018)**: Ensures privacy protection for digital engagement.
Copyright Concerns: Need for acknowledging contributions of content creators	Copyright Protection and Attribution for Content Creators.	**Berne Convention for the Protection of Literary and Artistic Works**: Provides universal copyright protections, and **European Union Copyright Directive (2019/790/EU)**: Mandates fair remuneration and credit for creators. **Commission Recommendation (EU) 2021/1970 on a Common European Data Space for Cultural Heritage (2021).** Aims to establish a shared European data space for cultural heritage, supporting cultural heritage institutions in advancing their digitization and preservation initiatives

		while capitalizing on the opportunities presented by digital transformation.
Transforming Visitor Experiences and Navigation at Sites: Personalized routes and navigation through games	Fostering Curatorial Innovation and Navigation for Enhanced Visitor Engagement.	**Creative Europe Programme (2021-2027):** Supports cultural diversity, innovation, and accessibility across Europe's cultural sectors. **The 2030 Digital Compass (2021):** Outlines strategies for fostering a human-centered, sustainable, and prosperous digital future in Europe**. Commission Recommendation (EU) 2021/1970 on a Common European Data Space for Cultural Heritage (2021).** Aims to establish a shared European data space for cultural heritage, supporting cultural heritage institutions in advancing their digitization and preservation initiatives while capitalizing on the opportunities presented by digital transformation**.**
Fostering Active Engagement Through Interactive Question and Answer Games: Encourages dynamic learning	Emphasizing Active Learning Strategies.	**UNESCO 2003 Convention for the Safeguarding of Intangible Cultural Heritage**: Promotes active cultural learning.
Fostering Ethical AI Development in Cultural Engagement Platforms: Ensures fair and unbiased AI implementation	Establishing Ethical Guidelines and Standards for AI Development.	**European Union Ethics Guidelines for Trustworthy AI (2019)**: Provides ethical standards for AI development, **Living Guidelines on the Responsible Use of Generative AI in Research (2024)**: Supports transparency and accountability in AI research.
Integrating Sensor Technology and AI for Sustainable Cultural Engagement: Promotes sustainability	Supporting Sensor Technology and AI Integration for Sustainability in Cultural Heritage.	**UNESCO Policy Guide for a Resilient Creative Sector (2020)**: Advocates sustainability in cultural and creative industries.
Promoting Interdisciplinary Collaboration and User-Centered Design: Fosters collaboration	Promoting Interdisciplinary Collaboration and User-Centered Design in Cultural Projects.	**Creative Europe Programme (2021-2027):** Supports cultural diversity, innovation, and accessibility across Europe's cultural sectors. **New European Agenda for Culture (2018):** Focuses on fostering social cohesion, innovation in CCIs, and strengthening international cultural relations**. Commission Recommendation (EU) 2021/1970 on a Common European Data Space for Cultural Heritage (2021).**

		Aims to establish a shared European data space for cultural heritage, supporting cultural heritage institutions in advancing their digitization and preservation initiatives while capitalizing on the opportunities presented by digital transformation.
Fostering Cultural Diplomacy and International Collaboration: Promotes cultural ties across borders	Fostering Cultural Diplomacy and Cross-Border Collaboration.	**Creative Europe Programme (2021-2027):** Supports cultural diversity, innovation, and accessibility across Europe's cultural sectors. **New European Agenda for Culture (2018**): Focuses on fostering social cohesion, innovation in CCIs, and strengthening international cultural relations. **UNESCO 2003 Convention for the Safeguarding of Intangible Cultural Heritage**: Encourages international cultural collaboration. **UNESCO Policy Guide for a Resilient Creative Sector (2020):** Provides strategies for CCIs to recover and thrive post-crisis, emphasizing inclusivity and digital innovation. **Commission Recommendation (EU) 2021/1970 on a Common European Data Space for Cultural Heritage (2021).** Aims to establish a shared European data space for cultural heritage, supporting cultural heritage institutions in advancing their digitization and preservation initiatives while capitalizing on the opportunities presented by digital transformation.

5.1. Observations and Feedback from Old Porvoo, Ascoli Satriano, and the Blenheim Palace Heritage Foundation

Similar to the pilot sites in Türkiye—Ankara Citadel and the İstanbul Rahmi M. Koç Museum—all observations outlined in Table 1 are valid across the three additional pilot sites: Old Porvoo in Finland, Ascoli Satriano in Italy, and the Blenheim Palace Heritage Foundation in the United Kingdom. However, specific emphasis was noted on the following observations: rediscovery through content creation, where CULTURATI uncovered untold stories, even at a well-documented site like Blenheim Palace; enhanced accessibility due to the availability of various file formats; and copyright concerns related to balancing content protection and accessibility.

- **Rediscovery Through Content Creation**: CULTURATI's platform demonstrated its ability to uncover and highlight untold stories across all sites including the Blenheim Palace. The platform enabled the reinterpretation of historical narratives, bringing lesser-known aspects of the site's heritage to light.

- **Enhanced Accessibility**: The availability of various file formats on the CULTURATI platform has been instrumental in improving accessibility. This feature ensures that diverse user needs are addressed, including those of individuals with disabilities or limited technological resources.

- **Copyright Concerns**: Similar to the Turkish pilot sites, copyright management emerged as an area of concern, particularly in balancing the protection of creators' rights with the need for open access to cultural content.

In addition to these common observations, two specific challenges and their corresponding solutions emerged as significant at the additional pilot sites:

- **Digital Skills Development**: At Old Porvoo and Ascoli Satriano, it was observed that some individuals, particularly older participants, face difficulties engaging with digital tools due to limited technological proficiency. This highlights the importance of addressing the digital divide to ensure that CULTURATI's benefits are accessible to all stakeholders. To address this challenge, we recommend the establishment of dedicated centers for digital skills development. These centers could focus on providing targeted training programs to improve technological proficiency among diverse groups, particularly older adults and individuals from underserved communities.

  To ensure long-term impact, these centers could form part of a broader **Alliance for Culture and Arts**, bringing together public authorities, cultural institutions, creative professionals, and educators. This alliance would foster a collaborative environment where digital skills development is integrated with cultural engagement, empowering individuals to interact with digital tools effectively while strengthening the capacity of local communities to contribute to cultural preservation and innovation.

- **Editor Role in CULTURATI**: Based on feedback from the Turkish pilot sites, the implementation of an **Editor Role** within CULTURATI's ecosystem has proven essential for centralized content management. This role is equally important at Old Porvoo, Ascoli Satriano, and Blenheim Palace to oversee content quality, ensure alignment with cultural

and historical accuracy, and support content creators in crafting narratives that are both authentic and engaging. This structured approach enhances the credibility and inclusivity of the platform while addressing concerns about copyright and content accuracy.

The recommendations addressing these challenges are summarized in Table 2 below, which outlines the key observations, proposed solutions, and their alignment with relevant policy frameworks. This table provides a concise yet comprehensive overview to guide stakeholders in implementing actionable steps that enhance inclusivity, accessibility, and quality in CULTURATI's initiatives across all pilot sites.

Table 2. New Policy Recommendations and Relevant Frameworks

Observation/Feedback	Policy Recommendation	Relevant Policies/Frameworks
Limited digital skills among certain groups, particularly older individuals, at sites such as Old Porvoo and Ascoli Satriano similar to Ankara Citadel.	Establish dedicated centers for digital skills development as part of an Alliance for Culture and Arts to provide training and empower stakeholders to engage with digital tools effectively.	**European Skills Agenda (2020):** Promotes lifelong learning and digital skills development for inclusive growth. **Digital Education Action Plan (2021-2027):** Supports improving digital literacy and skills to address the digital divide. **UNESCO Policy Guide for a Resilient Creative Sector (2020):** Encourages capacity-building initiatives in cultural industries.
Need for site-specific content oversight to ensure quality and relevance.	Each pilot site should assign a dedicated **Editor**(s) to oversee content quality, ensure cultural and historical accuracy, and support local creators.	**European Union Copyright Directive (2019/790/EU):** Supports effective management of intellectual property and content. **Digital Education Action Plan (2021-2027):** Supports improving digital literacy and skills to address the digital divide.

By addressing these observations and challenges, CULTURATI enhances its ability to promote cultural engagement, inclusivity, and accessibility across diverse sites, reinforcing its commitment to fostering sustainable CCIs.

5.2. Policy Gap: Implementing Sustainable Revenue Models for Cultural Platforms

A significant policy gap exists in implementing sustainable revenue models for cultural platforms. While numerous initiatives and frameworks emphasize the digitization, preservation, and accessibility of cultural heritage, there is limited guidance on establishing long-term financial strategies to ensure the sustainability of these platforms. Many cultural platforms, especially those managed by public institutions or non-profits, rely heavily on government grants or temporary project-based funding. This dependency makes them vulnerable to financial instability, particularly during economic downturns or shifts in policy priorities.

The absence of well-defined policies addressing sustainable revenue generation limits the ability of cultural platforms to leverage their digital transformation fully. For instance, strategies such as diversified income streams, public-private partnerships, or digital content monetization through subscription models and licensing agreements remain underexplored in policy frameworks. This gap not only hampers the resilience of cultural platforms but also restricts their capacity to innovate and expand their services.

To bridge this gap, future policies must prioritize the development of comprehensive revenue models tailored to the unique needs of cultural platforms. These models should integrate principles of sustainability, inclusivity, and community engagement while exploring opportunities for collaboration with the private sector and international organizations. Addressing this policy gap is crucial for fostering a vibrant, financially secure cultural ecosystem that can thrive in the digital age.

5.3. Innovative Policies for Financial Sustainability of Cultural Platforms

Cultural platforms are pivotal in preserving and promoting heritage, yet their financial sustainability remains a persistent challenge. This section proposes actionable policies and strategies to address these challenges, ensuring cultural platforms thrive in the digital era. By focusing on innovative revenue models and leveraging collaborations, these policies aim to create a resilient and dynamic cultural ecosystem.

Building on these considerations, the following policies and their corresponding implementation strategies aim to address the identified gaps:

Diversified Income Streams

- **Policy**: Introduce guidelines for cultural platforms to create diversified income streams, such as membership programs, donation campaigns, merchandise sales, and crowdfunding.

- **Implementation:** Encourage cultural platforms to develop diverse financial strategies, reducing dependency on single funding sources and enhancing financial resilience.

Public-Private Partnerships (PPPs)

- **Policy:** Establish a framework for PPPs in the cultural sector to attract private investment, expertise, and resources.

- **Implementation:** Facilitate collaborations between cultural institutions and private entities through incentives like tax benefits and matched funding schemes**.**

Monetization of Digital Content

- **Policy:** Develop policies that support the monetization of digital content, such as subscription models, pay-per-view access, and licensing agreements.

- **Implementation:** Provide guidelines and best practices for cultural platforms to monetize digital offerings effectively while ensuring accessibility.

Cultural Heritage Bonds

- **Policy:** Introduce cultural heritage bonds as a financial instrument to raise capital for cultural projects.

- **Implementation:** Create a framework for issuing bonds that finance cultural heritage preservation and promotion, with returns linked to the success of the projects.

Grant Programs for Revenue Innovation

- **Policy:** Launch grant programs aimed explicitly at revenue innovation in the cultural sector.

- **Implementation:** Provide funding for pilot projects that explore new revenue models, encouraging experimentation and best practice sharing.

Capacity Building and Training

- **Policy:** Develop training programs focused on financial management and revenue generation for cultural sector professionals.

- **Implementation:** Offer workshops, online courses, and mentoring programs to equip cultural platforms with the skills needed to implement sustainable revenue models.

Global Collaboration and Networking

- **Policy:** Foster international collaboration and networking to share successful revenue models and innovative practices.
- **Implementation:** Organize international conferences, webinars, and exchange programs that unite cultural institutions, policymakers, and private sector partners.

Digital Infrastructure Development

- **Policy:** Support the development of digital tools that enhance monetization efforts, such as e-commerce systems and analytics platforms.
- **Implementation:** Encourage cultural platforms to build integrated e-commerce systems for selling digital and physical products, and adopt analytics tools to optimize revenue strategies.

Crowdfunding and Community Ownership Models

- **Policy:** Leverage community engagement for funding and ownership of cultural platforms.
- **Implementation:** Establish guidelines for crowdfunding campaigns to ensure transparency and accountability, and enable platforms to issue community shares to foster long-term engagement.

By implementing these policies and their associated strategies, cultural platforms can achieve financial sustainability, ensuring their long-term viability and ability to innovate and expand their services. This approach will foster a vibrant cultural ecosystem that can thrive in the digital age.

Conclusion

This deliverable highlights the progress, observations, and new policy recommendations emerging from Stage Two of the CULTURATI project, expanding its scope across pilot sites in Finland, Italy, and the United Kingdom. Building on the foundation laid in Stage One, this phase underscores CULTURATI's commitment to leveraging technology and collaboration to enhance cultural engagement, accessibility, and sustainability.

Key insights reveal that CULTURATI's initiatives, especially rediscovery through content creation, improved accessibility, and ethical considerations in copyright management, are universally relevant across all pilot sites. However, site-specific challenges have led to targeted policy recommendations, including digital skills gaps and the need for localized content management. The proposed establishment of centers for digital skills development and the assignment of site-specific editors reflect CULTURATI's dedication to inclusivity, capacity building, and the effective use of digital tools in CCIs.

One notable policy gap in this stage is the lack of sustainable revenue models for cultural platforms. While current policies and frameworks emphasize digitization, accessibility, and preservation, there is limited guidance on ensuring the financial resilience of these platforms. Many cultural initiatives rely on temporary project-based funding or government grants, leaving them vulnerable to economic shifts. Addressing this gap is critical for the long-term sustainability of cultural platforms. Future policies must prioritize the development of diversified income strategies, including public-private partnerships, subscription models, and licensing agreements, to secure stable funding. By integrating these financial frameworks, CULTURATI can further strengthen its impact and ensure the continuity of its contributions to cultural heritage preservation.

By aligning these recommendations with relevant policy frameworks, including the European Skills Agenda, Digital Education Action Plan, and UNESCO guidelines, CULTURATI ensures its contributions are both actionable and compliant with broader cultural and technological strategies. These efforts reinforce the project's role as a model for fostering sustainable cultural and creative ecosystems across Europe and beyond.

Looking ahead, CULTURATI remains committed to refining its strategies and technologies, actively engaging stakeholders, and contributing to preserving and promoting Europe's rich cultural heritage.

The project aims to inspire sustainable practices and set new benchmarks for cultural and creative industries globally through collaboration, innovation, and adherence to ethical standards.

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