



DT-TRANSFORMATIONS-24-2020

European Museum Collaboration and Innovation Space

Specific Challenge:

Museums and cultural organisations have been hit by the COVID-19 crisis, some of them significantly, by the loss in revenues. At the same time, the crisis has speeded up the digital transformation of the sector. Digital technologies become central to almost every aspect of the work of museums to meet the new realities. On the one hand, digital means can offer solutions in relation to museums' functions, from the collection of artefacts to their conservation and study, and from the interpretation and exhibition of museum collections to marketing and to managing online and onsite visitors. On the other hand, there is a huge potential for innovation and experimentation using advanced technologies and for collaboration between the cultural, creative and technology sectors, in an inclusive way. Investing in digital technologies is essential for museums to innovate and to adapt to new circumstances.

Scope:

The proposed action will provide the opportunity for museums to work with creative and technology partners, as well as with each other, through small, experimental projects, to apply digital technologies to a selected area of work or activities, in an innovative way. The project will support museums, for example and not exclusively, to develop solutions that enhance their digital presence, or innovate their day-to-day functions and processes, experiment with 3D digitization and AR/VR applications for visitors, tap in the creative potential of technology to offer transformative experiences for audiences, or test new business models for their post-crisis recovery.

The action will be implemented through a number of individual projects in selected museums, representing good geographical balance across Europe. The action is targeted in particular to small and medium sized museums. Participating museums can choose to experiment in any application area they wish, but variation in the application areas across participating museums is encouraged.

Proposals are expected to use financial support to third parties (FSTP) to support museums for the experimental projects: **at least 60% of the budget is expected to be dedicated to FSTP** and the maximum amount of FSTP, distributed through a grant, is EUR 30.000 per third party for the entire action duration but smaller amounts may also be justified.

Expected impact:

- Promote collaboration and innovation in cultural organisations, primarily in the museum sector, at European level;
- Offer the opportunity for museums, especially smaller and medium ones, to make the most of digital technologies and services to innovate their digital processes and digital presence, acquire



and share knowhow through collaboration, experimentation and shared practices, and potentially develop solutions contributing to their financial recovery;

- Participating museums are expected to develop skills and expertise through their dedicated project, while a shared collaboration and innovation space with good practices, examples of reference and common knowledge will foster capacity building and innovation in the museum sector in a wider and more inclusive way.

List of countries eligible for funding:

1. The Member States (MS) of the European Union (EU), including their outermost regions;
2. The Overseas Countries and Territories (OCT) linked to the Member States;
3. The associated countries (AC): the latest information on which countries are associated, or in the process of association to Horizon 2020 can be found in the online manual;
4. The list of countries in the Annex A
https://ec.europa.eu/research/participants/data/ref/h2020/other/wp/2018-2020/annexes/h2020-wp1820-annex-a-countries-rules_en.pdf
5. International European interest organisations will also be eligible to receive funding from Horizon 2020;
6. Legal entities established in countries not listed above will be eligible for funding when such funding is explicitly foreseen in the call;
7. In addition, legal entities established in countries not listed above and international organizations (IOs) will be eligible for funding:
 - When funding for such participants is provided for under a bilateral scientific and technological agreement or any other arrangement between the EU and an international organization or a third country;
 - When the Commission deems participation of the entity essential for carrying out the action funded through Horizon 2020;

The call for proposal is currently opened till January 12th 2021.

DT-TRANSFORMATIONS-24-2020 – CSA Coordination and support action

Budget € 1.000.000,00

Stages: one-stage

Opening date: 01 October 2020

Deadline: 12 January 2021 17:00 Brussels time

Venetian Cluster is available to support both cultural and creative organizations and public bodies which are willing to apply for this call.