



# DOORS – DIGITAL INCUBATORS FOR MUSEUMS

## co-funded from Horizon 2020 research and innovation program under grant agreement No 101036071

<b>Open call:</b>	December 2021
<b>Type:</b>	two-stage incubation programme
<b>Deadline 1° stage:</b>	13.02.2022, 23:59 CET
<b>Deadline 2° stage:</b>	August 2022

### Objective:

The DOORS incubation programme is a unique opportunity for the strategic advancement of small and medium-sized museums interested in accomplishing a digital transformation, accessing international expertise, and funding to start and/or support their digital journeys. For the present open call, museums (and collaborative tandems) must **submit proposals for digital pilots** (= projects related to museums' digitalisation, conceived by institutions individually or in that can be a completely new project or a phase in a long-term transformation that reaches tangible results within the fixed period of the second incubation stage of 9 months) that can benefit their institutions and help them set the stage for a long-term digital transformation.

- **FIRST STAGE:** (april 2022-june 2022)  
**40 museums** will be selected to take part in the first stage of the incubation programme focused on shared learning. Participating museums will get the chance to refine their proposals and apply for the second stage of the incubation programme. **Those 40 will receive a financial support of €1.500 (of which € 750 is a mandatory workshop fee) in the first incubation stage.**
- **SECOND STAGE:** (june/august 2022 – july 2023)  
**20 museums** (between the previous selected 40 of first stage) will be selected to continue in the second stage of the incubation programme with the practical implementation of their digital pilots. **Support of €27.000 to develop a pilot project for the second stage.**

### Strands:

Pilots must be developed in one of the four concrete innovation areas:

1. Innovating audience analysis and engagement
2. New content distribution and revenue models
3. Strategies for integrating infrastructures
4. Experimental ICT programmes



Organisations are allowed to submit only one proposal for each innovation area.

#### Priorities:

All proposed actions in the pilot need to cover one of the 4 innovation areas:

- **Innovating audience analysis and engagement:** Developing innovative (hybrid and online) audience engagement formats to strengthen audience participation and loyalty. Pilots should develop interaction, participation and mediation tools and technologies for presentation based, as well as hands-on & two-way communication formats. Experiments should include an appropriate audience analysis and assessment of the best engagement platform (web, social media, app, etc)
- **New distribution & revenue models:** Pilots should experiment with digital technologies, tools, and existing platforms (developing web integration pilots) to enable novel ways of content distribution and revenue models (e.g., membership subscription, etc). Participants can work on increasing visibility of digital contents, metadata standards, digital narration strategies, digital distribution channels, low-tech presentations, or content varieties for different target groups (active vs. passive, digital vs. virtual) etc. Pilots in this innovation area will be encouraged to develop synergies and technical integration possibilities with major European cultural platform providers.
- **Strategies for integrating infrastructure:** To ensure diversity in TRL (technology readiness levels) and include museums with no or few ICT (information and communication technologies) pre-investments – according to UNESCO still the major obstacle for digitalisation sector -, this innovation area will specifically target infrastructural pilots integrating ICT. While the priority clearly lies on the integration process of the technology (including roll-out support, data security, value chain integration), pilots can include a part of the infrastructural purchase in the overall budget (up to 40%) if duly justified and proportional.
- **Experimental ICT program:** Sharing efforts and synergies within this collaborative innovation area should allow organisations to experiment with digital pilots one individual museum alone would be unable to. This innovation area seeks to encourage experimental pilots which change the use, application, or perception of ICT (Information and Communication Technologies) innovation in the museum sector. Due to the collaborative nature of this innovation area, single-institution applications are not eligible.

#### Eligibility criteria:

The following cultural organisations are eligible to participate in the open call:

- Art museums
- Design & applied arts museums
- Natural history and maritime museums
- Science centres and museums



- Botanical gardens & herbaria
- History & archaeology museums
- Open-air museums and historical sites
- Archives and libraries
- Visitor centres with primarily cultural missions are also eligible, while showrooms and visitor centres with primarily commercial objectives, pop-up, mobile and temporary museums are excluded from the open call.
- Other cultural organisations (such as art galleries, art centres, festivals, etc.) are eligible if they can prove a permanent and ongoing cultural activity for at least two years and justify a clear relevance of the pilot for their organisation's overall strategy.
- Purely online or virtual museums are eligible to participate as long as they have existed for at least 2 years and are of permanent character.
- Alongside individual institutional applications DOORS strongly encourages collaborations and tandem applications. **Tandem applications must define one principal applicant who will be fully responsible for undergoing the incubation program and further implementing the pilot.**

The call is open to all museums and cultural organisations as listed above, and formed as a **legal entity for at least 2 years** in one member state of the European Union (including the UK, their overseas departments and outermost regions) or H2020 associated countries (see full list here). The project's main target is small and medium-sized institutions. To take part in any of the strands, institutions should match at least one of the following criteria:

- Counting less than 200 000 visitors in 2019 (In-person audience – in situ activity and off-site -, or online audience for purely online/ virtual museums)
- A yearly turnover or balance sheet total of less than €2 M for core museum operation

For the benefit of exchange and leveraging the knowledge and networks of bigger organizations, **large museums** (exceeding one or several of the above size criteria) are allowed to submit a proposal for any of the innovation areas in tandem with a minimum of one small and medium-sized museums as described above. Tandem applications must sufficiently demonstrate the benefit of the collaboration for the digital incubation program. For each tandem application, organisations involved need to choose one main applicant. This main applicant needs to comply with the eligibility criteria and will be responsible for the application. The applicant will also be DOORS' contact point for all administrative aspects such as contracting and final reporting.

#### Activities to be funded:

Pilot activities can target different fields of digitalisation in museums such as **collections and asset management, content production and preservation, access control and mediation, marketing and sales, communication, administration and governance, human resources, technical and IT infrastructure.**



Applicants can submit proposals targeting digital innovation for online services (digital presence on the web and mobile access), for onsite services (including ICT such as big data or machine learning for analysing day-to-day processes or audiences) and services that bridge online and onsite worlds.

It is foreseen that funding can be spent on personnel costs, equipment/infrastructure, staff training, services and any other cost items deemed eligible and of relevance to the institution's digital transformation.

The grant cannot cover the maintenance of ongoing projects, however, can be allocated for the significant strategic advancement and/or redevelopment with digital means. This implies that DOORS funding should contribute to an independent extension of the existing project.

Synergies with other sources of funding are encouraged if the grants are used for complementary, not overlapping purposes.

#### How to apply:

**Step 1:** Complete the diagnostic survey (coming soon).

**Step 2:** Prepare your pilot proposal in english (download template [here](#)). The applicant will be required to submit a short version of the proposal (3 pages) describing the core idea and a summary of the foreseen impact of the digital pilot that will be integrated into the existing infrastructure. Please read carefully the "Selection criteria" section of this call to make sure you provide all necessary details in the description of your pilot idea and foreseen impact.

**Step 3:** Complete and submit your application form on the online platform. Once you have registered a profile on the online submission platform, the following information and documents will be required:

- Administrative information (pilot and institution)
- A short version of the pilot proposal (3 pages, PDF)
- Consent to DOORS' Privacy statement
- Consent to Declaration of Honour

#### To participate and know more:

Write to: [carlotta.campanini@venetiancluster.eu](mailto:carlotta.campanini@venetiancluster.eu)