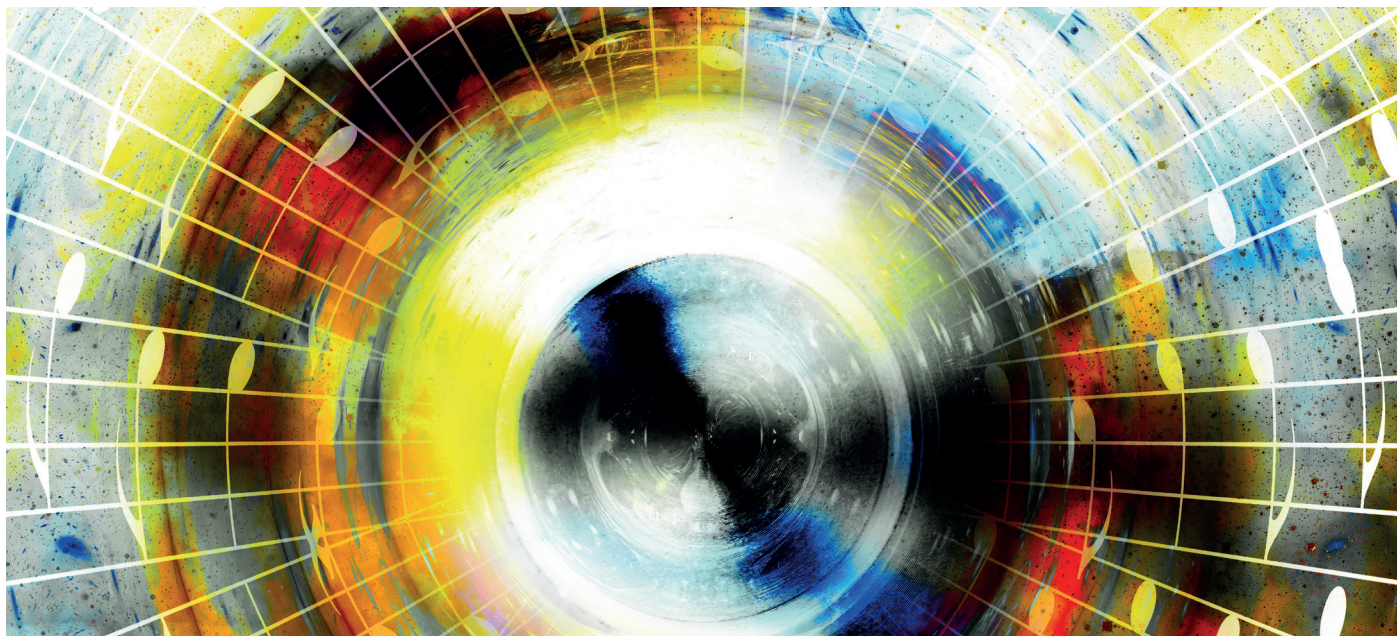




CUPIDO - Centres of Excellence

The CUPIDO project is about cultural power, visualisation and testing of cultural potentials together with empowerment and cultural job creation in the North Sea Region. In the CUPIDO project, 16 partners have focused on designing and installing Centres of Excellence for cultural inspiration and knowledge in seven countries in the NSR. The centres are all planned and designed in different shapes, based on the "DNA" of each region. They are physical buildings in some cases and digital in others. In this document you can find articles with a description of each Centre of Excellence and pilot area.



THE CUPIDO PARTNERS

Värmland County Administrative Board (SE)

Region Värmland (SE)

Sunne Municipality (SE)

Rottneros Park Trädgård AB (SE)

Nome Municipality (NO)

University of South-Eastern Norway (NO)

Wesermarsch County (D)

Middelburg Municipality (NL)

Heuvelland Municipality (BE)

Dranouter Festival (BE)

University of Applied Sciences HOWEST (BE)

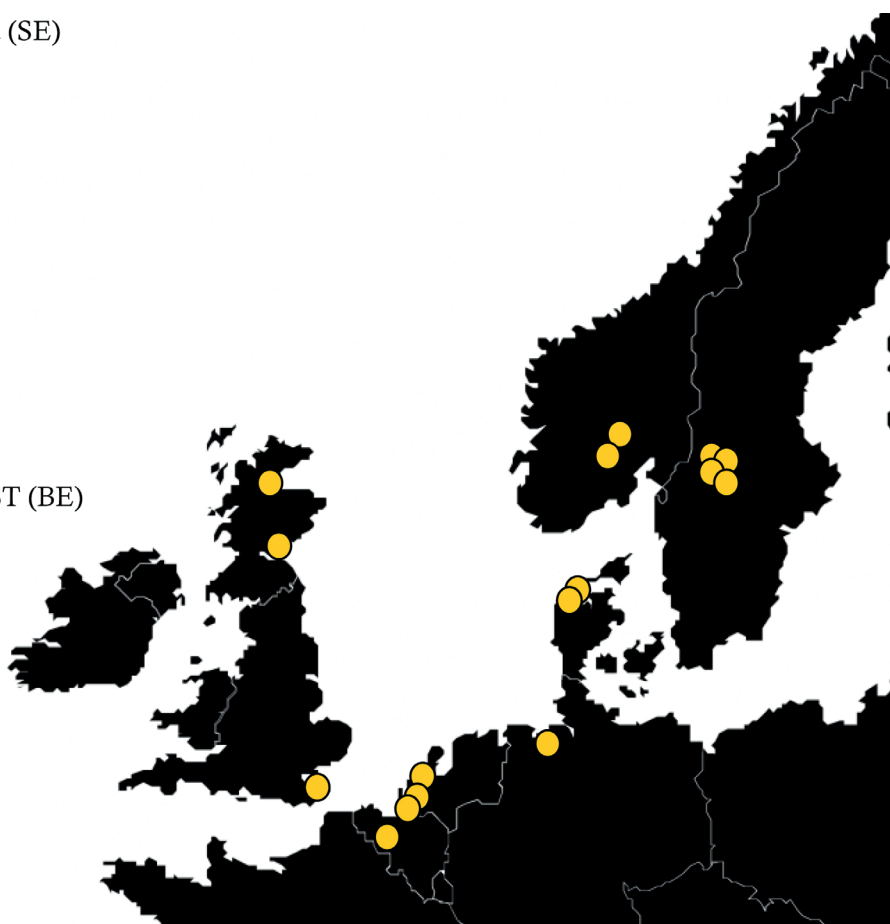
Creative Folkstone (UK)

Highlands and Islands Enterprise (UK)

University of St Andrews (UK)

Morsø Municipality (DK)

Kulturmødet (DK)





DRANOUTER, BE

In Dranouter, just outside the North Sea coast in southern Belgium we find one of Cupidos pilot areas. A music festival with a 45-year tradition, now developing new visitor's attractions and creating an artist residence hub to further develop the region and its attraction for visitors and artists.

Over the years the Dranouter festival have developed into an organization not only providing a music festival but into a non-profit organization that plays a tourist and cultural role in the region throughout the year. Through CUPIDO this role is further developed.

-We want to strengthen the cultural and touristic potential of the region by adding a permanent "reason-to-go" and by using artist development as a lever for economy and tourism, says Bavo Vanden Broeck, Project Manager for CUPIDO in Dranouter.

In their pilot there are two main developments that is being carried out. An Artist Residence Hub are being set up to create a residence room where artists can stay for shorter or longer periods while adapting to and getting to know the area. The other main development is The Klankmakerij (Sound factory) which is a new visitor's attraction with an interactive sound

experience where gameplay, music and storylines are combined into a new experience for visitors.

Together these two developments will constitute a Centre of excellence for Dranouter, once ready.

- All of our projects have passed the back-office phase of concept development, plan design and research. They have just entered the phase of construction and physical creation, Says Bavo

- Both our outputs in the project are part of our Centre of excellence. The Centre of excellence will be ready once the two elements are finished, installed and open to the audience.

And even though things are proceeding the last year have not been easy for anyone working with music festivals and other entertainment businesses due to corona-pandemic restrictions.

- As our organisation works in the event and enter-





The Klankmakerij is a new development in Dranouter.

tainment business we have been under a complete lockdown. We have nearly any turnover this year putting a claim on all our resources and possibilities. For that reason, we were forced to cool down all our plans and to postpone our activities within CUPIDO. We have been progressing slowly behind the scenes and are ready to restart construction with the aim to deliver by summer 2021, Bavo informs.

Still there is good hope to achieve project objectives and the development of the region. When the new CUPIDO developments are ready Bavo can see new possibilities for new regional development and business opportunities.

- The Artist in Residence hub will be used as an area for creation and artistic development. Artist are small business enterprises and as such will be stimulated to create new material and by that new business. And The Klankmakerij (soundfactory) is aiming to attract a large number of visitors and as such wants to boost tourism in the local area. There will be business opportunities in the spin off.
- Next for us in the CUPIDO project is to restart construction and slowly bringing public communications online.

Partners involved:

VZW Dranouter





FOLKSTONE, UK

Art and creativity are at the centre of the CUPIDO project in Folkestone. After decades of economic, social and cultural decline, the coastal town is bouncing back as an exciting place for art, culture and creative businesses, led by the transformational work of Creative Folkestone. - Our pilot project is ambitious. The establishment of a digital hub will bring infrastructure, knowledge and experience to Folkestone, promoting the digitalisation of the cultural sector that is so crucial for the createch industry to stay ahead and remain competitive, says Marita Pohlschmidt, Project Manager for CUPIDO in Folkestone.

The creation of a digital Centre of Excellence in Folkestone started with the conversion of a building once used for educational purposes into bespoke high-tech offices of various sizes. The conversion was completed in 2019 and the first digital hub in South East England – digital:glassworks – opened its doors. - The building is now rented out providing numerous SME's a unique opportunity to either expand their businesses or to relocate to Folkestone. The town has become more attractive for talented people and we have seen an increase in young people in particular. More stay and build their careers here in Folkestone as it is easier for them to find employment within the createch sector locally, says Marita.

Back in 2002 Creative Folkestone was founded with the vision to transform the town through creative placemaking to make it an exciting place to live, work, study, play and visit. Creative Folkestone has established five key projects, including the Creative Quarter, Quarterhouse and Creative Folkestone Triennial to help achieve this vision. CUPIDO provides part funding and support for various activities of these projects.

- CUPIDO is supporting an impressive learning and engagement programme, at its centre a broad offering of workshops and other events for young people, families, schools and colleges. The aim is to



support young people's interest in creativity to guide them into creative work, enabling them to work alongside and with local artists and businesses. It intends to enrich the lives of Folkestone's residents, inspiring them to have fun and be creative, unleashing their potentials, says Marita.

- We also receive funding for a digital artwork that will be part of Creative Folkestone Triennial, one of our flagship events that takes place every three years. Free to the public, it is UK's most ambitious outdoor urban art exhibition. The digital artwork is part of 20 new commissions – sculptures and installations - for this year's fifth exhibition, titled The Plot. The artworks mark locations of historic and geographic importance within Folkestone's realm telling their stories and at the same time building a bridge to reality, she says.

Regional development through art and creativity

Creative Folkestone has been instrumental for driving the economic development of the town and its surrounding area through production led placemaking. At the centre of these efforts is the increase of employment opportunities in the cultural sector but also a boost to the town's reputation nationally and internationally as a place where only the best art is created.

- As of today, there are more than 25 companies housed in digital:glassworks which is a great example of how CUPIDO funding has already led to an increase

in business opportunities and regional development, says Marita.

Like many organisations across the world, the Covid-19 pandemic has had an impact on Creative Folkestone and the wider region. Following the restrictions imposed in March 2020 many planned activities and events was postponed and swiftly pivoted programming, communications and marketing to a more digitally focussed output.

- We communicated with our audiences via social media, website and newsletters with a focus on supporting the creative community, sharing opportunities for support and funding and online activity. During this time, we have seen the appetite for digital content grow with an increase of followers on all channels of between 40% and 50%, Marita explains.

- Just recently the British Government announced a road map that should lead us back to some normality with further details to follow. So, we finally can see an end to the lockdown and preparations for a number of activities are already in full swing. The Creative Folkestone Triennial is now due to take place in the summer of 2021 with an emphasis on digital engagement. We will also use the easing of the lockdown to put in place a programme of support and mentoring for our tenants in digital:glassworks to help them adapt digital technologies to alleviate the impact of the Covid-19 pandemic and to bring their businesses up to speed again, she finishes.

Partners involved:

Creative Folkstone





HEUVELLAND, BE

Through a local cooperation involving a newly set up pottery workshop and local wine producers, pottery ware with contemporary utility use are being produced in Kimmel, Belgium. By working together, the new Kimmel wares can be commercialized and bring new business opportunities to the region. This is one of the developments in the CUPIDO-project in Heuvelland municipality.

The pottery operation – Kimmelwaar - is part of three main developments within the CUPIDO-project in Heuvelland where the centre of excellence is placed at the visiting centre in Kimmel. From there all actions are set up and coordinated.

- We consciously try to make the link between tourism and the local economy. Our viticulture is a good example of this, and we want to tap into a new market with Kimmelwaar, says Stefaan Decrock, project manager for Cupido in Heuvelland.

The other two main developments are a land art project and a branding exercise sprung from the DNA mapping of the region that was carried out earlier in the project by University of applied sciences in Howest. The land art project is an installation on the flank of the Kimmelberg, a local hill with great geographical and historical value. The installation involves raising nine monoliths and building

two entrance gates, both referring to the prehistoric past of the site. The installation is made by a land art artist, but also involves about 20 students from Vives University of Applied Sciences in Roeselare, in the direction of green management.

- They will learn the knowledge of dynamic braiding, typical of land art, with the aim of using this technique later in their own professional career, says Stefaan.

The branding exercise was started in 2019 together with local stakeholders, the DNA of the region was mapped which led to a number of new tourist advertisements and products. And work on this was continued in 2020.

- The aim was to develop new packages and products linked to our DNA together with our actors. To this end, an inspiration evening was planned in March and an inspiration guide was developed. Due to the





HIGHLAND AND ISLAND, UK

In Scotland, the Highland and Island region is taking local cultural heritage into a digital era to develop new business opportunities and strengthening local organizations working in this sector. - Our pilot project comprises a programme of transnational digital heritage skills workshops; as well as working with a cohort of cultural social enterprises to support them adopt cutting-edge technologies to bring about social and economic benefits, says Ann Marie Reid, Project Manager for CUPIDO in the Highland and Island region.

In CUPIDO, Highland and Island Enterprise (HIE) have engaged University of St. Andrews (UoSA) as a co-beneficiary and together they are working with two main elements within their pilot. A transnational digital heritage skills workshop programme and Digital adoption element to enable digital heritage product development to support communities and cultural heritage organizations adopt technologies and digital ways of working.

The workshop programme, Bringing Museums to the Home, was developed and facilitated by UoSA and aims to inform participants of new digital solutions to bring about social and economic benefits. Additionally, it was designed to help equip heritage organizations with the skills to connect with existing and potential new audiences through digital media; covering topics such as digitalizing collections,

photogrammetry; developing on-line exhibitions and social media.

- We have delivered a comprehensive programme of transnational digital heritage skills workshops for the period April to December 2020. The impact of Covid-19 on the heritage sector led to a re-design to our original skills programme, resulting in the workshop delivery model moving from face-to-face to on-line, says Allan Miller of St Andrews University.

The new approach allowed engagement with a much wider audience locally, nationally and internationally and with close to 50,000 attendees at the workshop platform and Facebook views the number vastly surpasses original estimates. It also made it possible to incorporate international contributions from museologists based in Barbados, Iceland and across Scotland.



- Given the positive response, we are currently looking at supporting a further programme of workshops in 2021, Allan says.

Developing digital products

The other main element being worked in the pilot is Digital adoption, it involves UoSA working directly with a group of cultural heritage organisations from across Highlands and Islands region to develop new digital heritage products designed to improve their visitor offering, bring about commercial benefits and help preserve and promote communities' local heritage. And the response from organizations shows there is a demand for this business support product with double the estimated number of businesses getting involved.

- Digital product development is wide ranging, encompassing areas such as digital reconstructions of some key historical events and sites; digital mapping; creating 3D digital representations of historical collections; mobile phone apps to enable customers to turn mobile devices into mini virtual museums; creating digital film; on-line exhibitions, and using creative content to enhance on-line presence, Ann Marie informs.

- It's anticipated that by adding these new digital dimensions to the museum will significantly transform the user experience – leading to beneficial impact to visitor footfall and the local economy, she says.

A digital Centre of Excellence

Each project working with digital product development can be considered as digital Centres of Excellence but the main Centre of Excellence in the Highland and Island region is to establish an Orkney North Isles Virtual Digital Centre of Excellence designed to connect Orkney's north island communities.

- HIE and University of St. Andrews are working closely with Orkney North Isles Landscape Partnership, Orkney Islands Council and communities, culture and heritage organisations across Orkney's north islands communities to develop and implement the project. The aim is to create a VR project, designed

to connect island communities and help promote and preserve their local cultural offering, aiming to attract an increase in visitor fall to each locality and participating cultural heritage centres, Ann Marie describes.

- The next stage of the project is to collate the film and photography material gathered from the individual community groups to create a VR exhibit designed to help preserve and promote Orkney north isles unique cultural heritage, she says.



XpoNorth Highland and Islands.

Regional development through CUPIDO pilot

Some of the project's activities have turned to on-line features instead of face-to-face activities, other have been postponed due to corona pandemic travel restrictions. But going ahead Ann Marie can see real opportunities for project participants and the region.

- Our pilot project activities will support further social benefits by enabling individuals and communities to engage with their local cultural heritage, and thereby contributing to engendering increased community confidence and instilling a greater sense of place. Supporting such digital advancements will enhance the region's cultural and quality of life offering, adding to the region's attractiveness and distinctiveness as a place to visit, work and live, she says.

- Over 2021, the next steps are to complete the digital reconstructions and VR exhibits for each individual digital heritage product, including Orkney North Isles Digital Centre of Excellence and install hardware equipment on site. It's also anticipated a further programme of on-line digital heritage skills workshops will run over 2021.

Partners involved:

Highland and Island Enterprise

University of St Andrews





MIDDELBURG, NL

At the heart of CUPIDO activities in Middelburg is the creation of a twofold Centre of Excellence. Twofold meaning both a physical and a virtual centre that correlates with each other, both bringing the story about Middelburg to life and adding value for visitors, citizens, and businesses. - We want to give the two Centres of Excellence the same look and feel and make the experience of visiting Middelburg come to life online as well, says Jack Doods Project Manager for CUPIDO in Middelburg.

After doing a DNA mapping of the region to identify the cultural DNA - the cultural and historical offers and core values of Middelburg. This was targeted in an online inspirational session with multiple stakeholders to draw out storylines about the city and its offerings. It all boiled down to three storylines that will be used when shaping the content of the Centres of Excellence and telling the story of Middelburg.

Three storylines

Middelburg: Monumental and futureproof - This storyline is about the journey, history and quest for future destinations and possibilities. The city centre has almost 1100 monuments on less than 3 km², so easy to discover by foot in a day. Monuments which are not in use will deteriorate, therefore the municipality encourages commercial activities besides living. On the other hand, it is highly necessary to make the

monuments sustainable. This is a great challenge that needs innovative techniques.

Middelburg: City of Freedom - The Four Freedoms Awards are presented in Middelburg in even years and in New York in odd years. The Roosevelt Foundation (Middelburg) and the Franklin and Eleanor Roosevelt Institute (New York) aim to inspire people to keep the Four Freedoms (freedom of speech, freedom of worship, freedom from want and freedom from fear) alive, throughout the world. Many famous people have got a Four Freedom award, like Nelson Mandela, Angela Merkel and Malala Yousafzai. Furthermore Middelburg is a shelter city: it gives shelter to people who are defenders of human rights and therefore are in danger in their own country. Middelburg played an important role in slave trade in Dutch history. The municipality wants to turn this dark page around and make it positive by giving edu-



cation about this past and stimulate initiatives like shelter city.

Middelburg: Centre of Walcheren - The city lies in the centre of the peninsula Walcheren. That's how the city got its name. The city is also the administrative centre of the province. Every tourist who is on holidays at Walcheren will spend at least a day in Middelburg, especially when the weather hampers a day at the beach.

These storylines will be further developed but with a lot of the groundwork done it is now time to shape and fill the two centres with content.

- We hope that the physical Centre of Excellence will be ready in June and then we will keep working with the virtual centre and aim to have it up and running after the summer, says Jack.

The physical centre will be placed in Middelburg city centre by the central marketplace in a building that already hosts a tourist information office and a book shop. With over 600 000 visitors in the building each year the location is ideal for a Centre of Excellence that strives to bring forth all the offerings in the city. But the centre will not only be a place of storytelling and information, it will also work to strengthen the businesses in the city by connecting the cultural sector with other businesses that are struggling due to the pandemic i.e. cafés and restaurants. By cooperating both sectors can benefit.

The virtual Centre will also add new opportunities for the cultural businesses in the city. With innovation and added interactive features the virtual Centre of Excellence will open up the possibility to reach new markets and a wider audience. The virtual Centre can for example hold a ticket sale system for a digital live-concert or a live workshop with a pottery artist.

- This will be a new channel for many cultural businesses and activities, the possibility to reach a new and wider audience and the interactive features will add a new width for many small cultural businesses, says Jack.

- And in times of Covid when no galleries are open, and no concerts can be held, we can see the need to find other ways to experience and display culture, he continues.

As summer comes and the two Centre of Excellence comes in place Jack can also see how the two centres will correlate and help to bring out the story, look, and feel of Middelburg even for visitors at the virtual centre.

- Many visits start online today with research and bookings, having the virtual centre to give the same look and feel as the physical one we hope that the real experience of visiting Middelburg can start online and attract people to also visit in person, he finishes.

Partners involved:

Middelburg Municipality



Location of Centre of Excellence in Middelburg.





MORSØ, DK

On the island Morsø in the Danish Limfjord a CUPIDO pilot is part of establishing The Shellfish Capital of Denmark, as a way of using cultural heritage for promoting the tourist industry and business opportunities for local entrepreneurs.

Establish Morsø as the shellfish capital of Denmark includes a couple of big events like the Oyster Premiere, the Shellfish festival and the Qyster Final. But due to the corona pandemic all these events were cancelled for 2020. Circumstances which led to a different focus for the pilot in this stage.

- Instead of the events we have shifted focus and have been working more with our Center of the Limfjord Oyster which will be our Center of Excellence in the Cupido project, Says Maria Kjelds, Project Manager for CUPIDO in Morsø.

- We have been gathering inspiration, doing a line out, a project prospect and a marketing analyze. We are also in the process of procuring architects for the building itself, she says and continues.

- Along with this we have been doing an information campaign on our island, sending out information,

and visiting when possible, to inform of our work and we have been getting a lot of good response. Not least from schools who are interested in what we are doing and learning more of the local heritage and environment.

Digital development and network for local SME's

One of the targeted objectives for Morsø during CUPIDO is to facilitate SME's and start-ups in the shellfish industry as well as all industries related to tourism and hospitality. As a result of connecting local stakeholders and businesses an application for visitors have been developed to further support the tourist industry and providing a marketing platform for local businesses.

- Another part of our operations is helping local start-ups with knowledge about running your own business. This have been on hold during the pande-





mic even though we did have one online event we hope to do more of these once restrictions ease, says Maria.

- A positive example on where we have been helping out is the start of a local Wakeboard association where youngsters have turned a location not being used into a Wakeboard centre which have had lots of visitors this summer despite the corona pandemic, she says.

Now work will continue with the visiting centre with development of content and promotion of the centre. And by working with another CUPIDO partner digital VR-experiences will be added to the project.

- The past weeks we have been gathering photos and other material that will be used in creating a digital VR-experience at our visiting centre. We will be working with another project partner, University St. Andrews in Scotland, to develop parts of our visiting centre. They have experience in this area and will provide great knowledge to us when working with promoting the centre and when developing its digital possibilities, Maria informs.

- Hopefully next year we can resume our work with carrying through the big events that was cancelled this year and make good use of the work we did in planning and preparations.

Partners involved:

Morsø Municipality

Kulturmødet





NOME, NO

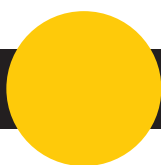
Imagine going to a music concert – in your car – to a local drive-in concert, listening to local bands on a local radio frequency. Supporting local culture organizations and businesses is perhaps more important than ever and finding new ways to explore and enjoy culture is also important to keep it vitalized. The drive-in concert is just one example of how the CUPIDO KRAFT-project supports local businesses in Nome, Norway.

KRAFT is the name of the pilot in Nome municipality in Norway. KRAFT stands for culture and cultural heritage as resource for workplaces and belonging. And even though the drive-in concert is just one example on how KRAFT is supporting local businesses, it is a good one, because it gave way for more networking and activities than 'just' one concert. - The drive-in concert became more important to us than we thought beforehand, since it led to a number of concerts during the summer, it made eleven businesses work together with the result of other business cooperation's afterwards. It also gave a lot of publicity since it was the second drive-in concert in whole of Norway, says Marit Svalastog Sperre, Project Manager for CUPIDO KRAFT in Nome. KRAFT is about supporting local businesses and organizations to use culture and cultural heritage as

a resource for creating jobs, profits and belonging. And there are more examples on how this have been carried out within the project.

A local iron factory in Nome is famous for producing manhole covers which gave another local organization the idea for developing a clothing collection with manhole-printing.

- CUPIDO KRAFT inspired us to get going and helped us with a test collection including a sweater, a cap and a shopping bag, it sold very good and now we have developed the collection with several items. All products are sold at our store at Øvre Verket, which is located in former workers housing, close to Ulefoss Iron Works who are producing the manhole covers, says Mette Sanden from Øvre Verket.



Supporting local businesses

In Nome, the Centre of Excellence - KRAFT-hub - is placed in a building called the Competence House, where organizations and businesses can share workspace and meet in the shared meeting spaces. Now creative work is thriving with 10 out of 12 of the tenants working in the creative sector. And during times of restrictions with many businesses struggling, this Centre has been important for several of its occupants according to Marit.

- Having a place that gives support has been very helpful for many smaller businesses during these past months, there are several who have expressed that it gives hope and a welcomed support for the future, she says.

Café and clothing shop Victoria & Henrik in Lunde have expanded their business, by taking over a neighboring shop that was closed, and widening their operations, adding art to the café and clothing store. By cooperating with Villa Lunde, an important actor within local art and culture, they have been displaying and selling art in their shop.

- This is a way of lowering thresholds to experience art and culture while also providing a new market for both artists and venue, says Marit and continues.

- For many people it is a big step to go into an art gallery if you're not interested in art in the first place. Displaying art in a local café and store which is a natural gathering point for many locals, makes it more accessible, while also giving business opportunities since the art displayed can also be bought.

Villa Lunde, a home for art and music, is an important actor on the local cultural scene. They have been involved in CUPIDO KRAFT-project on several of the pilots and are now working with new technology in search of finding new market opportunities by combining classical art with a multimedia platform.

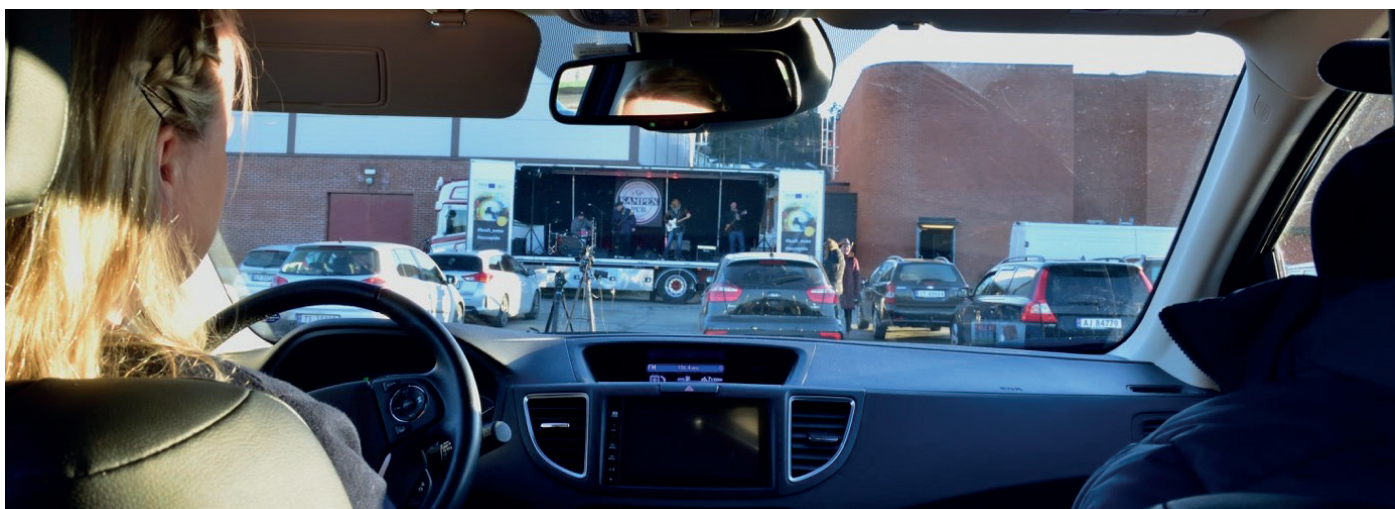
- It is important to acknowledge that CUPIDO KRAFT not only supports to start a cultural happening but also supports development and growth. For us, this has meant that we have been able to professionalize our digital platform, says Jakob Zethner from Villa Lunde. They are presently working with a film project within CUPIDO KRAFT as a part of digitalizing their business.

As the CUPIDO KRAFT-project moves forward, project manager Marit can see many more opportunities working with visualizing and testing to keep developing local businesses, providing more workshops and networking for businesses and organizations.

Partners involved:

Nome Municipality

University of South-Eastern Norway



Drive-in concert in Nome Municipality.





OLDENBURGISCHE LANDSCHAFT, DE

In CUPIDO pilot project Cultural Network in Jade Bay efforts are made to create fitting conditions for a long-term cross district cooperation between the actors of culture, tourism and educational institutions in the region. - In addition to joining intellectual capacities and historical knowledge, existing in the cultural institutions, we aim at setting up digital platforms that generate new target groups, new active users of cultural offers and strengthen tourism in the two districts Friesland and Wesermarsch, says Anja Marrack. She and Alexander Niemietz are the scientific management team of KulturNetz Jadebusen. And together they also form the project management team in Cupido.

Friesland and Wesermarsch are two districts both surrounding the Jade bay - Jadebusen - and together they are now developing local cultural offerings to strengthen the region. And not only the number of districts is two but working strategy and centres of excellence is also two in numbers.

- We have consciously decided to work with a double strategy in the developing process, on the one hand, we thought it from top to bottom, by setting up two interconnected centers of excellence, each with a different focus of our cultural institutions. On the other hand, made from the bottom to the top, we opted simultaneously for a practical, market-effective approach, both in terms of participation and in terms of digitalization, says Anja.

The two interconnected Centres of excellence are placed one in each district. In Wesermarsch the focus is on tourist/marketing while Friesland targets audience development/participation management/cultural education. By using already existing networks for culture and museums as a starting point and cultural base important insights were made early in the project.

- For us, this initially meant a benefit analysis taking into account the current status quo in the different museums in order to build up a suitable structure of supportive offers regarding cultural marketing, audience development, cultural education and participation management, says Anja.

- Regardless of whether you look at it from top to



bottom or from bottom to top our overall aim is to turn the cultural/historical content itself into the promotional item, in order to inseparably and sensibly connect marketing, audience management and cultural education, she says.

- From here on we are aiming to create cross-regional dynamic platforms accessible to all cultural institutions in the networks to facilitate the exchange of ideas between museums employees, actors of culture, tourism and educational institutions and establish comprehensive offers of cultural participation and education, Anja says.

Social media channel – Deichkultour

One example of cross regional participation is the social media channel ‘Deichkultour’ which turns passive consumers into active producers of Videos, Posts or Podcasts about the culture of the region.

To get this started a target group was selected that is not among the frequent visitors of the museums. Participants between the age of 16 and 34 were targeted and now meet regularly and frequently on social media channels to share their opinions about things they have seen or want to see.

- In order to guarantee technical professionalism and still reach the target group, we cooperate with the Jade University of Media Economic/Management and Journalism Wilhelmshaven, says Anja.

- We got the cross-media project ‘Deichkultour’ up and running on Youtube, Spotify and Instagram in March 2020. Since then journalistic and editorial

jobs for students in the field of cultural journalism have been created. New students will join the team and ‘Deichkultour’ will be continued in 2021, she informs.

But Deichkultour is not only a successful example of how a participatory social media channel can be used to market and highlight local culture, it has also become a motivation for cultural institutions and stakeholders to see the need for digital forms of cultural presentation and marketing. Which have become even more evident in times of lockdown and restrictions.

- The newly emerging centers of excellence, which offer the administrative districts and the culture institutions precisely these possibilities, are now accepted as a necessary complement to the usual formats of culture marketing, culture education and audience management, says Anja.

Launching a culture app

Going forward, the development of an application for local culture is part of the operations and the cross-regional marketing strategy.

- Although the institutions’ acceptance of the need for digital visibility has increased, the next steps in the project will certainly focus on intensifying furthermore contact, mutual exchange of ideas, and learning from one another. For this purpose, the two centres started to create training programs depending on their focus and subject area, says Anja.

- Right now, we are developing the structure for a progressive culture app in cooperation with the Jade University. In addition to the obvious advantage that digital platforms have for the museums, the dealing with applications in the field of culture also provides good conditions for new students’ startup business ideas, she says.

- An important aspect of our work in 2021 will be to fill a first dummy version of the culture App with content, launch it, then revise and optimize it in order to implement it. And of course, the editorial work of our participatory social-media channel, Deichkultour will continue to occupy us during 2021, especially since we are expanding the team, she finishes.



KulturNetz Jadebusen team.

Partners involved:

Oldenburgische Landschaft





VÄRMLAND, SE

With a long tradition of storytelling, Värmland is now connecting digital innovation with cultural heritage to explore new ways of keeping tradition alive and bring forth alternative ways of expressing and experiencing culture. - Learning from the process is key to create a good product, through CUPIDO we get the opportunity to try new things and explore digital innovations that we probably couldn't do without the project, says Stefan Barkman from Region Värmland, one of the project partners.

In Värmland four project partners, Värmland County Administrative board, Sunne municipality, Rottneros Park and Region Värmland, are working together to strengthen the region and its cultural heritage by exploring new ways of telling the story of Värmland. The digital innovation testbeds have led to the forming of a digital Centre of Excellence in Värmland where digital innovations and new technology is being tested and explored with Region Värmland at its core.

- We have experience in working with film making, but through CUPIDO we want to explore new technologies such as 360, AR and VR and then connect it to cultural institutions such as dance and theatres for example, says Stefan.

Several testbeds have been carried out, among them a multi streamed dance event that in a way became a streamed activity due to the corona pandemic. The

result was a multi streamed, live, interactive event with a dance battle. An online jury and a graffiti artist performing live was also part of the event. All was streamed to multiple platforms, including the preparations.

- We shared everything with the viewers since this was a testbed and meant for learning, many of us that was involved got much experience from this event that we can use going forward, it was not about making a success, but more about learning, says Stefan.

- The testbeds have been crucial to learning and gather experience that will help us produce better next time, and for participants to get support in the start-up process.

A cultural institution – going online

Västanå Theater in Sunne municipality is famous for its theater shows during the summer months, when





it became evident that the summer 2020 would not be like other summers and the show could not be performed with a live audience they made a decision to do an online event, promoting the show for next year. A live Facebook event with a film release as a teaser for next year's show was planned to the day after midsummer, and despite some issues with the Facebook event it was handed a warm welcome with close to 40 000 viewers at Facebook and YouTube within days after its release.

- We were not sure how many we would reach through this but the result was great, a sold out summer we would have 30 000 visitors on site and this also gave us an opportunity to reach new target groups, not only our steady visitors, says Marjo Fjällsby head of marketing at Västanå Theatre.
- There was a hesitance within the organization towards going online before we tried this, but due to corona and with help from the project we took a chance and the experience is positive throughout the organization, Marjo explains.
- This gave us much experience and when we realized we would not be able to put up our Christmas show, it was an easy decision to do an online version instead. With the positive response from the testbed we were able to get sponsors to help fund the production, she says.

Sunne – a strong storytelling tradition

Not only Västanå theatre is part of Sunne's cultural offerings. It also holds Rottneros Park, a unique sculpture park with an exciting combination of formal park areas, natural parkland and creative horticultural design. A rich cultural site with much potential to display the cultural heritage of Värmland. To get the park more accessible a number of added features have been discussed using new technology to add something extra to the visiting experience for young and old, new and regular visitors. To begin with, a new lighting will be installed in one part of the park to make visits possible after dark and during other seasons than the three summer months. Thereby extending the visiting season.

- We will install lighting with an artistic element to it, the lighting will give better access to the park and will also enhance buildings, plants and statues, while having an artistic design on itself, says Magnus Holmvik, project manager for Rottneros Park. Extending the season will get more visitors and adding a value for the park, and there is also plans to add a Winter-market to their operations.
- Christmas in the Park will hopefully be an event with a market for local products and with cultural happenings taking place as well, says Magnus.





Sunne have also been working with developing their brand Sagolika Sunne to attract more visitors to their cultural sites. And storytelling is of course the way to do it.

- By finding new ways of telling the stories of Sunne and adding new perspectives we are creating a desire to discover the tales of Sunne and hopefully attract more visitors. With more visitors there is a bigger potential for new businesses and local entrepreneurs that will have a positive impact on the regional development, says Åsa Gertling, project manager in Sunne.

Telling the story of Värmland by highlighting important cultural sites have also been done by the Värmland County Administrative Board who have produced a number of short films that can be used for promoting these sites for visitors and spread knowledge about the local cultural heritage.

- We have produced six films and are planning for another three during spring 2021, the idea is to tell the story about these sites and why they have been named places of national cultural interest, says Sara Bodin Olsson from VCAB.

The chosen sites represent different types of cultural values with a geographical spread in the region. Some sites are being developed by big companies and other is under the care of small non-profit organizations keeping culture and cultural heritage alive. Each site has much to tell and the films makes information and the stories behind more available for a bigger crowd.

- We want the films to be a part of developing these destinations and inspire others to think about how to promote their site and attract visitors. By letting

entrepreneurs and stakeholders share how they are using these sites it also gives insight to how cultural heritage can be a resource for regional development, says Sara.

Transnational cooperation

Next up in CUPIDO for Värmland is amongst other things a transnational activity with Nome in Norway. It is the next step using experiences from earlier testbeds in Värmland.

- We are planning this activity together with Sunne and Nome and we are calling it Light without borders, it will be an engaging and astonishing live/multimedia activity. We will do a 3D model mapping on the facade of a local building. Tell a story with a 360 degrees projection on the facade together with a live performance and dance choreography developed and performed by the local youth culture school of art in Nome and Sunne. We want to highlight local heritage and local stories and merge it with contemporary art, dance and animation, says Stefan from Region Värmland.

- We are also pursuing some other testbeds where digital innovations will meet cultural heritage, among them Game Creation connected to storytelling and cultural heritage, he finishes.

Partners involved:

Värmland County Administrative Board
Region Värmland
Sunne Municipality
Rottneros Park AB





HOWEST, BE

At the University for applied sciences Howest in Belgium CUPIDO project is about supporting start-ups and giving entrepreneurs support with their business plans.

- We support start-ups in setting up and growing their business. We do this for entrepreneurs in our own region but also in partner regions, says Bram de Muyck Project manger for Cupido.

At Howest a 1-on-1 business-coaching opportunities for start-ups in partner regions have been set-up. Offering the opportunity for start-ups to make contact for online coaching regarding their business plans. While also helping young & local entrepreneurs who're amongst others working on digital technologies.

- At our University College we're part of a team that coaches start-ups of students. We have around 300 students that work on entrepreneurial projects in different industries. During this coaching trajectory we scout for businesses that fit within the scope of the Cupido project. We inform them of the project and the opportunities and possibilities they have with their project for the development of the region, says Bram.

- We have also set-up a video studio that will be used for the creation of the online support of start-ups. It is also used by start-ups to make promotional material for their business. This is going very well. It is such a success that our University College is expanding this studio so more people can use this service. This in return broadens the local network of the Cupido project.

Howest have also been working with surveys and reports during the CUPIDO project, providing outputs that have been used for inspirational packages in each partner region. Next up in the project for Howest is working with an online course on how to start and run a business. While having already done much of the research needed, making all the practical arrangements for building the course have been harder, due to corona restrictions.

- Corona made work a lot harder, since we're forced to work from home. It makes the supporting services we otherwise have easy access to less available. A lot of things go slower and get delayed due to Corona and being forced to work from home. On the other hand it forced our organisation to go completely on-line with courses, meetings, so we learned from this. It gives insight in what are good practices and what not. This can help with building the online courses in the end, says Bram.

Partners involved:

University of Applied Sciences Howest



pandemic it was postponed to November, but due to the second wave we had to translate this into a zoom session. As a result, this met with limited interest. Nevertheless, a number of new packages are in the pipeline: a wine tasting, a multi-day hiking offer, a picnic package, an offer for campers, says Stefaan.

In the longer perspective there is more activities planned, in September 2021 'The festival of the moon rabbit' and a pottery festival on the Kemmelberg in summer 2022.

- Under our impulse, a local entrepreneur is also working on a digital wine shop on which all Heuveland wines will be offered. Heuveland wine land gets extra promotional attention because of all this, says Stefaan, who also sees more business opportunities for local stakeholders going forward.
- New packages and products linked to our DNA stimulate sales with our local actors. The wine arrangement, for example, will stimulate sales at our winegrowers. Together with local actors, we will develop new products as part of the "Festival of the moon rabbit" or the pottery event on the mountain.



Constructing monoliths on Kemmelberg.

Partners involved:

Heuveland Municipality



Kemmelwaar logo.



Festival of the Moon rabbit logo.





THE CUPIDO PARTNERS



Värmland County
Administrative Board



European Regional Development Fund



EUROPEAN UNION