PEOPLE PLACES STORIES

PPS Exploitation Strategy and Instruments

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Introduction

The dissemination of the PPS project was a goal as such from the creation of the partnership. We aimed at and created a training platform and a professional community gathering heritage professionals, training professionals, academics, local stakeholders, and storytellers from five countries. With the ambition to create a European training platform and collection of best practices pertaining to the engagement with our cultural heritage that we believe to unite and bring people together across countries and societies.

A project can be considered as sustainable if its outcomes continue after the end of the initial funding period, i.e. if the results of the project are used and exploited continuously after the end of the funding.

The PPS partnership defined Sustainability and Exploitation as:

Sustainability: the capacity of the project to continue its existence and functioning beyond its end. The project results are used and exploited continuously and in the long term. The project will be considered as sustainable if its outcomes or parts of these continue after the end of the funded project period.

Sustainability may not concern all the aspects of our project. Therefore, we considered results as sustainable if they continue to be used and our products/Intellectual Outputs are maintained or further developed after the end of the Erasmus+ co-funding. Typically, sustainability actions include the maintenance and update of data and software or the provisioning of services and their persistent and self-sustainable maintenance.

Exploitation: the use of the project's results at different levels, during and after the implementation of the project. We recognise that exploitation is closely related to the dissemination activities in the project which bring 'visibility' to the project and information to the target groups, end-users, and stakeholders in the project and engage them in it.

Our exploitation was mostly related to the idea of convincing key actors to use the main products and services (Intellectual Outputs) of the project. We also recognise that exploitation is closely associated with the sustainability of the project, since exploitation activities should ensure that the results of the project are used by its target groups and possibly are transferred to other contexts (e.g. other countries; other pedagogical areas, other sectors).

Our strategy focuses on the sustainability of:

- the **Intellectual Outputs** – how the innovative approaches and practices developed in the project can be maintained, utilised, and further developed. Sustainability actions have included the maintenance and update of data and software systems, and the continued and self-sustainable maintenance of the innovative approaches, methodologies and materials developed.

- the **Partnership** itself – how the partners in the consortium could sustain their cooperation and continue to benefit from the exchange of good practices.

Section 1: The Exploitation Strategy and Plan

Our exploitation activities consist of two phases: mainstreaming and multiplication:

- Mainstreaming: planning for the transference of the successful project results to appropriate decision-makers and interested groups on local, regional, national or European level.

- Multiplication: the planned process of convincing individual end-users to adopt and/or apply the project results during and after the lifespan of the project.

The PPS exploitation plan is based on individual exploitation plans drafted by project partners. These plans have been drafted at the beginning of the project and describe the activities to be carried out until the project's end and afterwards. The partners' plans underwent periodical re-evaluation and updates reflecting the partners' experience and feedback through various dissemination activities. The plan also reflects the series of discussions where partners have reflected on how the project should address exploitation opportunities held during the transnational meetings of the consortium.

1.1 Exploitable Project Products

There are two different types of results we consider are exploitable within the Project. The first type is tangible results (primarily the Intellectual Outputs e.g. learning resources, tools, guides, collection of best practices) that can continue to be used by the partners, shared with new stakeholders, and potentially promoted to new and additional target groups.

The second type is intangible results (knowledge, methods, approaches, know-how and experience that we have developed and/or shared during the project). We will exploit these by embedding them within the services provided by the partners and by sharing examples of what we consider to be best practice with others, including other Erasmus+ projects.

The Tangible Results
1. Stocktaking Report with good examples of heritage community across Europe
2. Heritage Community Development Guideline
3. PPS Heritage Community Facilitation Competence Framework
4. PPS continuous professional Development curriculum
    a. PPS Heritage Community Development Toolkit
    b. PPS online certification and learning platform
5. PPS Website, Flyer and Brochure

The Intangible Results
- A well-established and cohesive Partnership – its alignment and good working environment.
- The experience shared by the partnership which we will continue to exploit and benefit from. The partnership is an important added value of the project through the establishment of a strong coalition of like-minded partners working together in

a cooperative, constructive, and friendly manner. We consider that there is a considerable potential for the partners to continue working together in promoting the outputs of the project in their international networks.

- New networks and working relationships were established between the partners and the other organisations involved in the project, which we will all continue to work with and exploit after the end of the project.
- The innovative approach of competence-oriented learning processes. PPS combines this with an innovative CPD approach focusing on competence-oriented training offers, blended learning and validation of non-formal learning, using a state of the art approach & online suite of instruments,
- The new knowledge, working practices and skills gained by the project partners and project managers which they will continue to apply and exploit within new markets, with additional educators, trainers, heritage and cultural professions and all those that wish to work on in new and related projects
- Experience and learning - in terms of product development, the PPS activities facilitate learning and feedback between countries so that our newly gained knowledge and innovation can be shared between core and additional partners. The knowledge gained will be exploited within other projects and will be incorporated within the services provided by the respective partners (consultancy, training, the informal validation of competences etc.).
- Experience and learning - in terms of product development, the PPS activities facilitate learning and feedback between countries so that our newly gained knowledge and innovation can be shared between core and additional partners. The knowledge gained will be exploited within other projects.

1.2 Synergies with other projects

The PPS outputs and methods complement and enhance other Erasmus+ projects which focus on training, developing competences and improve heritage communities. Publication on the Erasmus+ Project Results Platform (http://ec.europa.eu/programmes/erasmus-plus/project) will encourage other projects to use and exploit both our tangible and intangible results. The continued online availability (https://pps-eu.org/en/toolkit/) of these results e.g. the PPS Toolbox, LEVEL5 validation, extends the range of heritage and cultural professionals and other interested stakeholders that could benefit from using these products post project. Potential synergies with other Erasmus+ projects include:

- Opportunities for sharing and customising the PPS products and outputs (see Section5 IPR) in other projects. This will also allow for more flexibility in regard to product versioning for different target groups.
- Some of the partners have already been successful with development of partnership network and promotion of project-related actions locally or in other cooperation projects. These local networks (national FARO communities, museums and universities) could be further utilized for the deployment of PPS exploitable products.

1.3 Target groups

The PPS dissemination plan focussed on three target groups:

- Heritage professionals involved in mediation as well as other local stakeholders such as schools, associations, local authorities.
- Adult educators, storytellers and community workers need a trans-disciplinary educational approach for developing 'heritage community based learning' focusing on social skills, inclusion, participation & cultural development.
- Policy makers and decision makers in the cultural and heritage sectors.

<u>Target groups related to outputs</u>

The PPS training platform and resource database will be developed and open to new users beyond the current partnership. It is a European solution to a European approach of heritage and linking it to the communities. It aims to reach out also new countries and continue to develop, especially through the support of the two European networks involved in the project.

Concretely the developed tools are available for all trainers/organisations; they can spur their educational efforts by using the good practices, they can assess and improve their (organisational) working conditions via the Toolkit and develop/improve competences through the PPS Learning Platform. To complement the the PPS Online Toolkit on Heritage Community Development, this learning platform will provide a more in-depth learning material on competence-oriented learning and the opportunity for heritage professions, adult educators, trainers, and community members who desire to validate their competence on "Facilitation in Heritage Community Development" after completing the PPS course.

1.4 Dissemination activities summary

PPS implemented several dissemination and exploitation activities. These activities were sometimes part of the development of outputs. Sometimes they were general dissemination activities in the framework of the project on European, national or local/regional level. The dissemination activities included:

- Social media: each organisation promoted the PPS project and learning platform on their own social media outlets (Facebook, Linkedin, twitter) and websites.
- The Learning platform was launched on 30th of March 2023.
- Newsletters: six newsletters were published and more information was included in the regular newsletters and communication channels of the partners.
- Local dissemination activities were executed by the partners. This included small scale events, internal meetings, social media posts, presentations and so. For this purpose, a flyer, a project presentation, and a brochure were developed.
- Dissemination activities at European level : presentations for European administration, cultural networks etc.

1.5 Mainstreaming

The mainstreaming phase of exploitation activities is significant, as it contributes to promoting and raising awareness about the project contents, developments and results and is precondition for creating demand for future adoption and application of the project results. Our consortium will use (but not be limited to) the following mainstreaming channels:

- Project partners will use and recommend in their activities the use of the Toolkit and of the Learning platform.

- The awareness raising and participant engagement will be performed using special meetings with and presentations to various interested parties; the Multiplier Events; and the Final Conference, in order to attract potential stakeholders, etc.

- Publications, newsletters, social media, e-mail campaigns and other dissemination activities will be used for promotion of the PPS Learning platform to the stakeholders and broader audience.

- Specific events (project fairs, webinars, (online) conferences or workshops run by other organizations involved in training and development) can be targeted after the end of the project to make direct contact with different groups of stakeholders.

1.6 Multiplication

Key to our success in ensuring sustainability of project results will be selecting the appropriate multiplication mechanisms. Moreover, the multiplication mechanisms will be different for different partners, as they will depend on the respective publics, existing specific partners and target groups, member's expectations, availability of local project funding, institutional capacity, and expertise of the partner, etc.

Generally, our understanding is that sustainability of the processes within the heritage and cultural sectors is highly probable – this is largely facilitated by the open sharing of the results. At the same time, the experience of some partners so far reveals that one appropriate mechanism for early-stage multiplication is to incorporate the PPS outcomes into new projects funded by national and international programs. This could provide good opportunity for other stakeholders to try the PPS products and approaches free of charge and eventually to continue using these services within their own resources in long-term.

With the increasing emphasis of Cultural and Creatives Industries (CCI) at the European level, new project funding could be applied for expanding and testing out the PPS products/ approaches/processes on inclusion through heritage community in new and different markets (e.g. new EU countries) and new target groups (e.g. school teachers and people with migration backgrounds.)

Section 2: The Sustainability Strategy and Plan

The strategy implemented by the PPS partnership is to plan for sustainability throughout the management and implementation of the project. We considered the two following criteria for sustainability in order to anticipate opportunities (and threats) for maintaining and safeguarding the project activities, our networks and Intellectual Outputs developed (the main outcomes).

1. The outputs/activities to be maintained or with the potential for further development and/or exploitation after the end of the funding:

    a. The Intellectual Outputs continue to be used: PPS Heritage Community Development Guideline; PPS Toolkit and learning platform and the best practices collection.

    b. Activities associated with the Outputs are maintained and further developed, e.g.:

        ▪ people can still assess, register and use the Toolkit and the learning platform,

        ▪ partners and trainers can develop, and share new training interventions and validate their competences via LEVEL5,

    c. Activities/outputs will continue to be disseminated by partners via the PPS website and registered users will continue to network and discuss on issue related to heritage communities.

2. Intensity and enlargement of the cooperation between partners:

    a. The transnational partnership and its good working relationships are maintained, i.e. partners take care of the follow-up between themselves, including through the development of associated projects; and by continuing to exchange good practices.

    b. The local network is maintained, i.e. the partners meet regularly with their network of heritage communities and organisations involved in the project.

    c. Finally, initial network is enlarged to incorporate other entities and stakeholders.

2.1 Preconditions for Sustainability

The demand for sustaining the good practices of the PPS results in terms of exploitation is related to a lot of issues that must be tackled by the project consortium or individual partners. Among the crucial issues for the sustainability of the PPS results are:

- Achieving quality and relevance for the project results. This will be crucial for satisfying the potential demand and the sharing of resources and processes. For example, guaranteeing the quality and integrity of the PPS Learning Modules.

- Toolbox and the customisation and accessibility of the LEVEL5 validation processes

were all major challenges faced by the project partners.

- Achieving wider reach with other networks (such as TransEuropeHalle, Europa Nostra, and other heritage organisations) as well local stakeholders is crucial for sustainability of project results. Successful exploitation means that the results reach the right target audiences in a format providing clear added value and benefits. It should be considered that some EU countries appear to be less aware of the need for and importance of heritage communities and so lack the drivers for more important reach out.

- Agreeing the Intellectual Property Rights (IPR) in relation to use of the projects Intellectual Outputs by partners and others, mechanisms for supporting access to these and processes for sharing them with current and future stakeholders.

- Finding effective approaches to gain sustainability based on a continuous improvement process both in terms of upgrading the products and providing further adequate training of those that would further deliver the PPS Methodology in partners' countries.

Section 3: Sustaining the Intellectual Outputs and Networking

3.1 Sustaining the Intellectual Outputs and Related Activities

Recognising that sustainability includes, but is not confined to, obtaining further funding for activities, the Consortium also refers to sustainability through:
- The integration of results into current practice within our own organisations and those of our target groups
- the provision of learning programmes and materials on heritage community development and facilitation competences for cultural, heritage and education sector
- updating and sharing new methods for successful engagement with individuals through heritage community activities

3.2 Networking and Advocacy

To build a strong network and increase the visibility of PPS, we will focus on building relationships with stakeholders in the field of culture and heritage, community development, and adult education. While it has been proposed to create a new organisation or network that brings together the partners of the PPS project, the partnership agreed that mainstreaming the PPS model and outputs in the existing networks it would be more beneficial to the legacy of the project as each of the partners are already part of other European networks. The informal structure and cooperation process implemented during the project fit better the development expectations and the adaptability needed to work together.

To promote and strengthen the networks developed through PPS, our partners will:

- attend relevant conferences and events to showcase our project outputs
- promote the work of PPS through our own events and workshops
- disseminate the toolkit and brochure to other European networks such as Culture Action Europe, European Network of Cultural Centres, TransEuropeHalles, Interpret Europe and others

In addition to networking, we will also engage in advocacy to promote the adoption of our project outputs and support the capacity building of heritage communities. Our policy advocacy plan will involve working with key policy makers at the local, regional, and national levels. We will also advocate for the recognition of non-formal learning and the validation of competences developed through our project outputs.

To achieve these policy goals we will share the results of PPS with policy makers and stakeholders to raise awareness about the importance of our project and advocate for policy changes. With over 140 member organisations in more than 28 countries in Europe and worldwide, the ACCR and FEST will continue to disseminate the PPS results and engage in conversations with policy makers (such as Faro convention French network and the French Ministry of Culture) and other European networks such as Culture Action Europe (an umbrella organisation advocating for arts and heritage), European Network of Cultural Centres, TransEuropeHalles, Interpret Europe, Faro Convention Network and the European Commission Heritage Experts group.

More details information on the outreach plan of each partner are listed in Section 4.

Section 4: Partner Contributions to Exploitation and Sustainability

Based on the plan at hand, all partners have developed and explored various opportunities and initiated concrete steps to contribute to exploitation and sustainability of the project. The guiding questions in this process were the following: individual plans for contributing to exploiting the project outcomes in a sustainable way. Below is the summary of their plans:

4.1 Adoption of PPS results

All partners plan to continue to promote the benefits of developing heritage communities and the connected competences. By selecting the appropriate modules and elements from the PPS Toolbox, best practices collection and PPS Learning platform, they intend to integrate PPS results into their training sessions and capacity building programmes.

blinc will continue to harness the synergy they developed through their collaboration in the piloting phase. They will cooperate to use and further develop the offers that are the result of the PPS project.

SMART Revolution and its two other EU funded projects will benefit from the outputs of PPS

and plans are to add an AI component to the existing training frames for heritage community facilitators.

UCL will incorporate the learning platform into its teaching and use it for developing short courses for communities.

FEST and ACCR as European and international networks will present and promote the PPS outcomes and mainstream the PPS models and knowledge in their network activities and ongoing projects.

The University of Salento works with the theatrical association A.Lib.I: dramatized writing workshops aimed at communities for the rediscovery and enhancement of tangible and intangible cultural heritages could be considered. the workshops could be led by experienced playwrights who could teach community-based theatricalized writing and restitution practices. They work also with the Clubs UNESCO: Promote on a local scale UNESCO days of place storytelling, tourism experiences could be envisioned where visitors hear stories from communities and offer accounts of their experience, to pool stories. these stories, arising from the interaction, could flow into visual narratives (photos or videos) that bear witness to UNESCO days of place storytelling and are collected in community archive.

PLATO is sharing and adopting the PPS results to other projects that it is involved in. These projects are directly related to activities in heritage contexts or in storytelling, but also to related activities in parallel fields of work, for instance in the field of scenario building for crisis and disaster management. Currently PLATO is involved in projects to use storytelling as an evaluation approach in managing the aftermath of the floods the Euregion Maastricht Aachen and the region of Liege suffered from in 2021. PLATO use these ideas in scenario building for exercises in this field to crate communities of practice among those involved in cross boundary international co-operation in crisis management. PLATO also promotes these ideas among therapists and trainers who apply similar ideas in helping people to re-enter their professional life after period of burn out or other mental reason for dropping out.

4.2 Events and dissemination channels to further promote PPS outcomes

In terms of events, apart from the PPS Final Conference, all partners intend to or have already shared PPS results in internal events and meetings (such as staff and departments/teams meetings, network meetings), various European projects' multiplier events and national and regional network interested in heritage communities (such as Reveal conferences and the European Commission Heritage Expert Group meetings, etc..)

Regarding online dissemination channels, all partners agreed to share the project results through their organisations' official websites and use their social media channel (Facebook, Linked-in and Tweeter) to promote and share PPS.

The partners will also develop:

1. Recommendations for exploiting the PPS approach for European FARO-like cultural initiatives such as cultural routes

2. A toolkit/Compendium which contains all relevant materials from the stocktaking reports, training and learning materials

3. National dissemination & training days

4. Large scale networking and dissemination actions

4.3 Promotion of PPS results to and through policy makers, public authorities and other external organisation

All the partners have already contacted or plan to reach out to their contacts in the public sector and other relevant organisations to further promote PPS results. A presentation of the project has been done by FEST to the European Commission Heritage Experts group and by the ACCR during meetings with the French ministry of culture and will be promoted by several partners within their Faro networks. In France and in UK the partners will strengthen and develop the connections with the Faro networks. In Germany several projects with Storytelling Centres and Heritage sites are already in progress.

Policy makers and public authorities include:

Partner	Contact (to be) established
ACCR	French ministry of culture
blinc	City of Kassel
FEST	European Commission: Creative Europe administrations, Europeana, Culture Action Europe, IETM
PLATO	Rijksdienst voor het cultureel erfgoed; Het ministerie van Onderwijs (volwassenen educatie); The MSC: The Museums, Collections & Society research programme
Smart Revoluton	Carrara Municipality; Luni Municipality; Volterra Municipality; Regional Office for Tourism (Tuscany); Liguria Region
UCL	Faro Network; Council of Europe's officer in charge of the Faro Convention Promotion

4.4 Suggestions on follow-up project and participation

All partners expressed their interest in participating in a follow up should the PPS project continue. Dissemination, and exploitation will be established through the presentations by the partners, in-service training days in the partner countries, the webinars, the project

website, newsletters and the implementation of the training modules in in-service. All partners are involved in networks and associations of target group stakeholders and will use these contacts for dissemination and exploitation.

Transfer the PPS methodology to adjacent sectors such as the education as PLATO considers that heritage and storytelling may be benefited form in contexts on migration and on the history of education itself and on how storytelling played a part in education throughout history. PLATO notes also another consideration is based on the concern that in these times of war and aggression we need to link to those who can play a role in protection and preservation of heritage and in promoting heritage and stories as a powerful ingredient of strategies to (re)gain mutual understanding and create values on which a peaceful future may come within reach again. Community (re)building appears to be highly relevant in these contexts using stories personal and shared (company) histories as a vehicle.

Section 5: Intellectual Property Rights (IPR)

The Grant Agreement legally established the framework for cooperation within the Consortium. It outlines the IP management rules with respect to the partners in the Consortium and the European Commission. In addition, the members of the Consortium gave due consideration to the Intellectual Property Rights (IPR) for the outputs of the project (primarily the Intellectual Outputs). Accordingly:
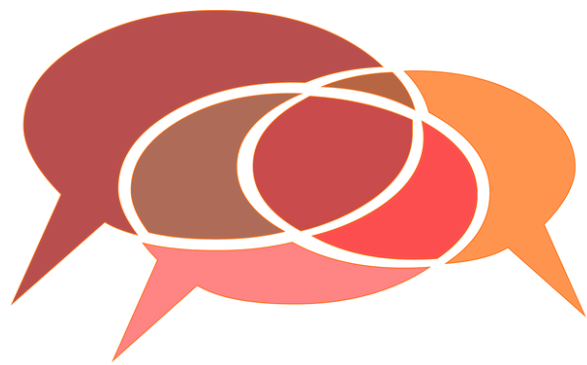
- Each partner remains the sole owner of its IPR over its background (e.g. proprietary teaching materials, cases, etc.), which have been shared by the partner within the project. As a general rule, prior explicit consent will always be necessary in order to make public information that is owned by one partner.

- The Intellectual Outputs and public reports developed by the partners during the implementation of the project will be published under a Creative Commons license to ensure largest up-take by the target groups of the project: cultural and heritage professionals, adult educators and trainers and community workers. These Outputs will be licensed under an Attribution-NonCommercial-ShareAlike: CC BY-NC-SA license that lets users remix, 'tweak', and build upon the work of the PPS partnership for non-commercial purposes.
Users can therefore:

- Share — copy and redistribute the material in any medium or format
- Adapt — remix, transform, and build upon the material

However, they must also:

- Give appropriate credit to the authors (ie. The PPS Consortium), provide a link to the license, and indicate if changes were made (attribution).
- Not use the materials/approaches/methodologies for purposes without the express permission and endorsement of the PPS Consortium.
- If you remix, transform, or build upon the material, you must distribute your contributions under the same license as the original.

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