



Promoting Heritage in Virtual Environments

- Mid-project report -

January 2022

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The PHIVE-project is funded by the Interreg Northern Periphery and Arctic programme. It is a 12 month clustering project, starting 1st July 2021 and ending 30th June 2022. July is the month of summer vacations in the NPA-area, so July was used to finish paperwork between the lead partner and the NPA. The first steering group meeting in the project was held 29th July 2021 and a kick-off meeting for partners and associated partners was held 18th August. The project will end 30th June 2022. In January 2022 it is appropriate to evaluate how activities stand after 5 months work. This mid-project evaluation report likewise follows the project's workplan.

PHIVE is a clustered project to disseminate the outputs of five distinct Interreg projects: CINE, Stratus, EU-LAC Museums, CUPIDO and TechSolns. There are three main objectives:

1. To establish a northern network for the promotion and preservation of heritage with the intention to increase awareness and transnational cooperation.
2. To promote digital infrastructures for the facilitations of live and virtual engagement of heritage, which was produced in the clustered projects.
3. To build capacity with digital heritage, co-production and gamification in the heritage sector, through workshops, toolkits and best practice.

According to comments from the NPA monitoring committee, special conditions for funding were added to the inception paper regarding additional documentation of activities to:

- Transfer project outputs to other organisations, sectors and/or region.
 - *Status:* Outputs from the clustered projects have been presented by partners and associated partners during various occasions, mainly at online events. At partner meetings there have been presentations to inform the project's consortium about different outputs.
- Maximize the transnational impact of existing outputs on local level end users or widening the preparedness for transnational cooperation to other beneficiaries.
 - *Status:* It has been difficult to meet local end users in person due to current local and institutional restrictions, however some partners have been active locally and held events in their localities. The transnational impact will become more visible in 2022 when the project's online series of seminars begin and connections will be made with possible participants in the network. Most digital resources will be accessible via Zenodo and Europeana.

- Increase the awareness of the transnational added value and the potential of transnational cooperation.
 - Status: Growing amount of digital material, toolkits and additional media from the clustered projects are curated in CINEGate which acts as a repository for the outputs. A new virtual museum, NorthernHeritage.org, has been built and will be refined during the course of the project(www.northernheritage.org,the future website for the Northern Network for Promotion and Preservation of Heritage)
- Improve the uptake of project outputs.
 - Status: Some workshops have been held locally but more awareness of available toolkits, handbooks, guidelines, guides and other outputs from the clustered projects need to be spread to wider audience, particularly through digital channels.
- Collaborate to gain critical mass to inform decision makers.
 - Status: Authorities (local, regional and national) that have been approached have showed interest in several of the outputs from the projects, not least those which are used to create interactive maps and VR tours.
- The final report shall demonstrate outreach made towards Sweden and Finland and indigenous and Inuit stakeholders.
 - Status: One of the main actors in CUPIDO is Värmland county in Sweden and their representative is active in PHIVE. The lead partner is using contacts from another NPA project to approach Finnish organisations and also to gain contacts in Greenland. There will be more focus on this outreach in the coming months along with gathering participants to the network.

COVID-19 impact

This project as most other work in the last 19 months has been hit by the pandemic. Due to restrictions the opportunities for onsite events such have been few to align with health standards in place by partner countries. However a majority of people have assimilated to the use of virtual meetings and webinars for work purposes, but also for personal skills development and as an accessible platform for recreational events. Restrictions due to the ongoing Omicron variant suggest a continuation of circumstances for the next few weeks but hopefully the final conference and final partner meeting can take place in Iceland in June with representatives in person. All meetings have been remote on Teams. Zoom and Facebook have been used for live streamed events.

Overall status evaluation

The first five months of the project have, as expected, been used to plan the second half of the project's time. The lead partner's opinion is that most of the milestones that we had for the first half of the project have been reached and no activity has been neglected. The pandemic has not been making things easier but all partners are now used to collaborating online, and have been creative and supportive given the current conditions. Hopefully in 2022 some meetings and events will be in person. All updates given to partners regarding the various outputs from clustered projects have been positive. This has encouraged the partners the main goal of PHIVE is within reach; to reach more stakeholders in the NPA-area and beyond, and establish a strong network for the future.

An overview of what has been accomplished in the first six months of PHIVE is listed below, each work package catalogued with comments regarding activities that have been carried out. An updated Gantt chart of the project is attached.

WORK PACKAGES AND ACTIVITIES

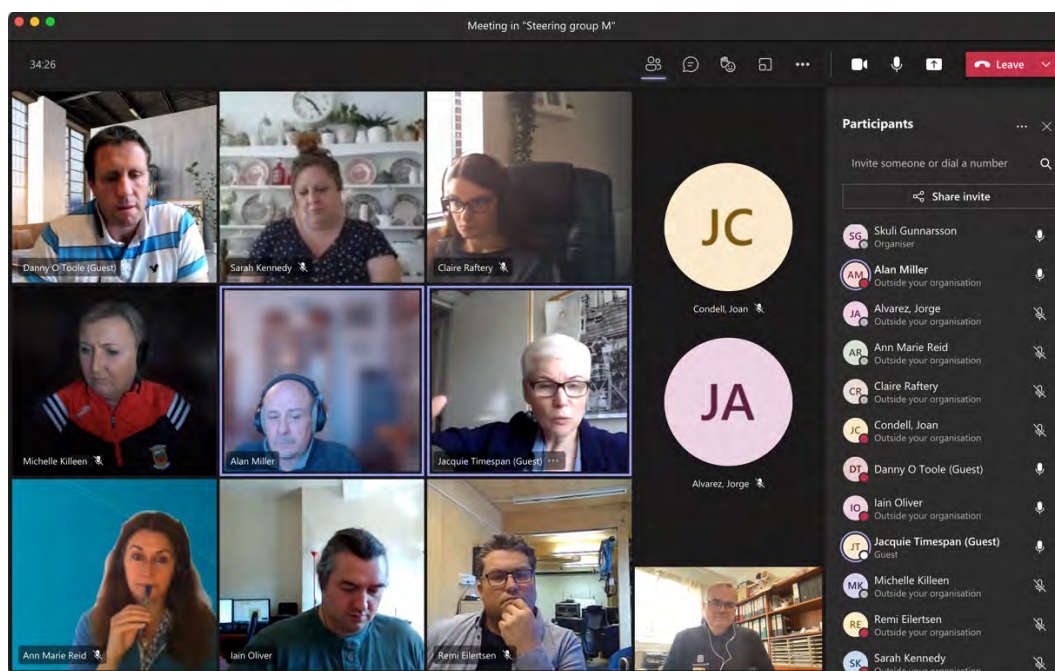
M - Management

Gunnar Gunnarsson Institute in Iceland as lead partner created a group in Microsoft Teams to manage the project and invited partners to join. A workplan for work packages, activities and deliverables were set up in Teams which is also used as a repository for minutes and other documents related to the project's management. Different channels within the Teams group allow different users to chat, to create meetings and distribute tasks. Both partners and associated partners have access to most files and plans. In total the Teams group has more than 30 members. Seperate from Teams, Google Docs and Sheets have been used for collaboration, to collect and share information in document format.

Meetings in the project have occurred according to plan. Monthly steering group meetings and partner meetings where associated partners are also invited have been held every second month. The steering group meetings have usually been 60 minutes and the partner meetings 90-120 minutes. Minutes have been made after each meeting and are accessible by all partners in the Teams archive.

Steering group meetings (July - December 2021)

1. Screenshot from 2nd Steering group meeting.



29.07.2021 1st steering group meeting

- First meeting was about preparing the project.
- Making decisions on timeline and workplan.
- Finishing formal paperwork with special conditions set by the NPA.

01.09.2021 2nd steering group meeting

- Events on European Heritage Days and participation in Nordic symposium on tourism and hospitality research were discussed.
- Decision to collaborate on an application for bridging project was made.
- A logo was chosen, website work introduced, and social media discussed.

06.10.2021 3rd steering group meeting

- A PHIVE online event on the 16th September conducted by Timespan and UStA was discussed and how to continue with similar events in every region.
- List of possible participants in the network introduced and partners asked to fill in contacts.

11.11.2021 4th steering group meeting

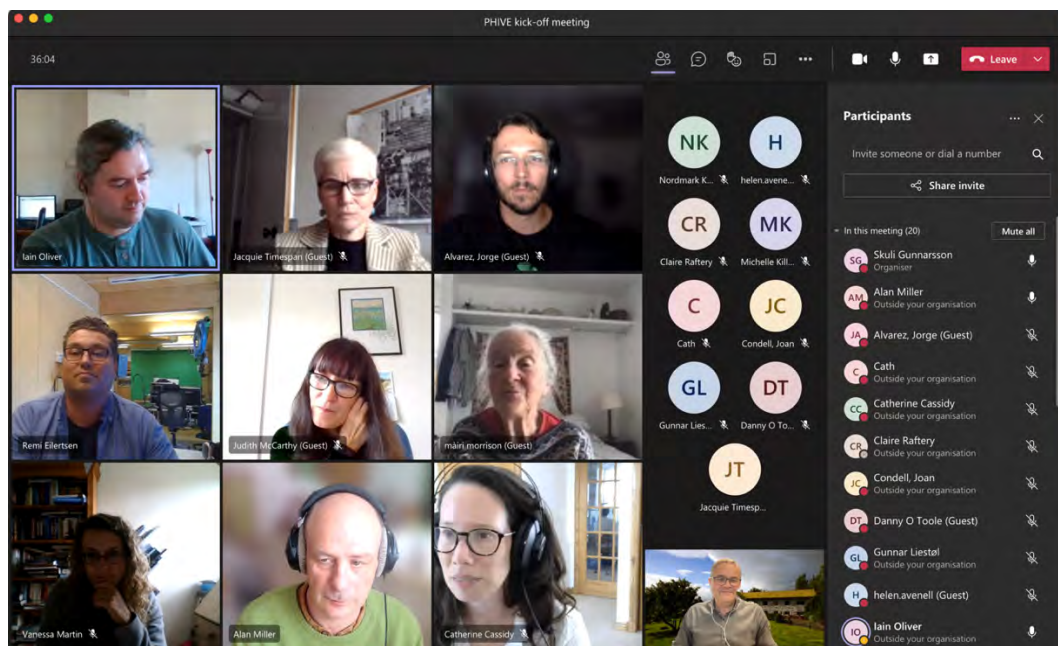
- First ideas about series of online session or seminars in 2022 discussed.
- Poster design introduced.
- Discussion about events.

10.12.2021 5th steering group meeting

- A draft of Memorandum for the network introduced.
- A new site demonstrated under the url northernheritage.org.
- Venue and date for the final conference in Reykjavik confirmed.

Partners meetings (July-December 2021)

2. Screenshot from kick-off meeting.

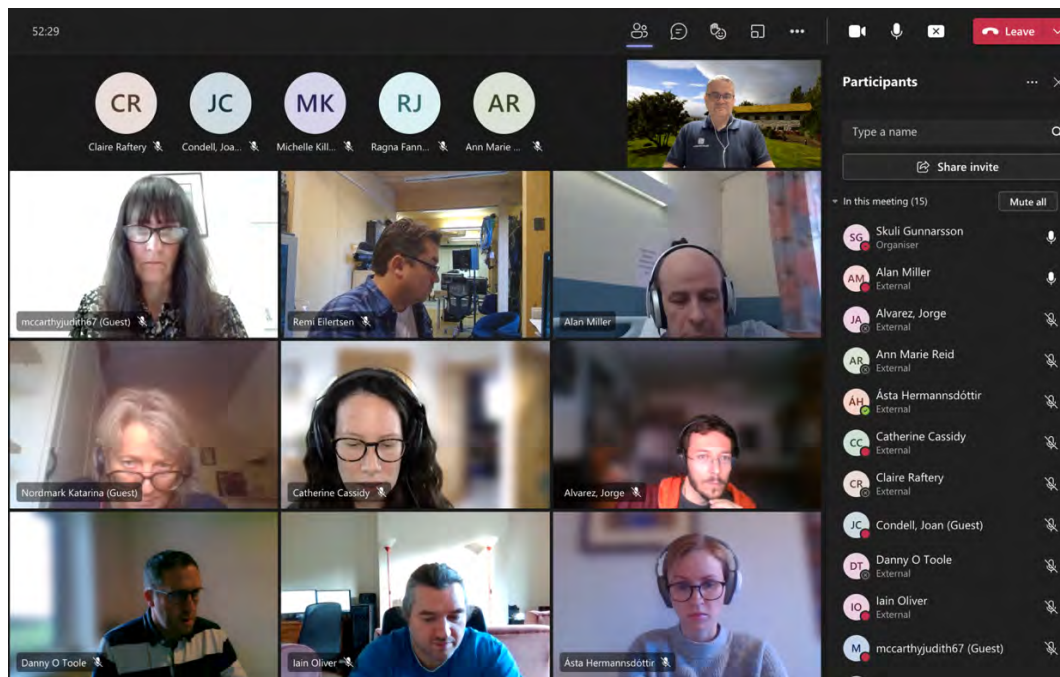


18.08.2021 Kick-off meeting

- 20 individuals from partners and associated partners took part in the kick-off meeting.
- Each of the five clustered projects were introduced.
- Workplan for the PHIVE project was discussed.
- The UStA team and Jacquie Aitken from Timespan demonstrated how VR models of the past in Unreal and a bespoke streaming service, such as the herring station in Helmsdale, can be

used for online presentation and discussion where participants can join heritage professionals for collaborative informal learning with their avatars.

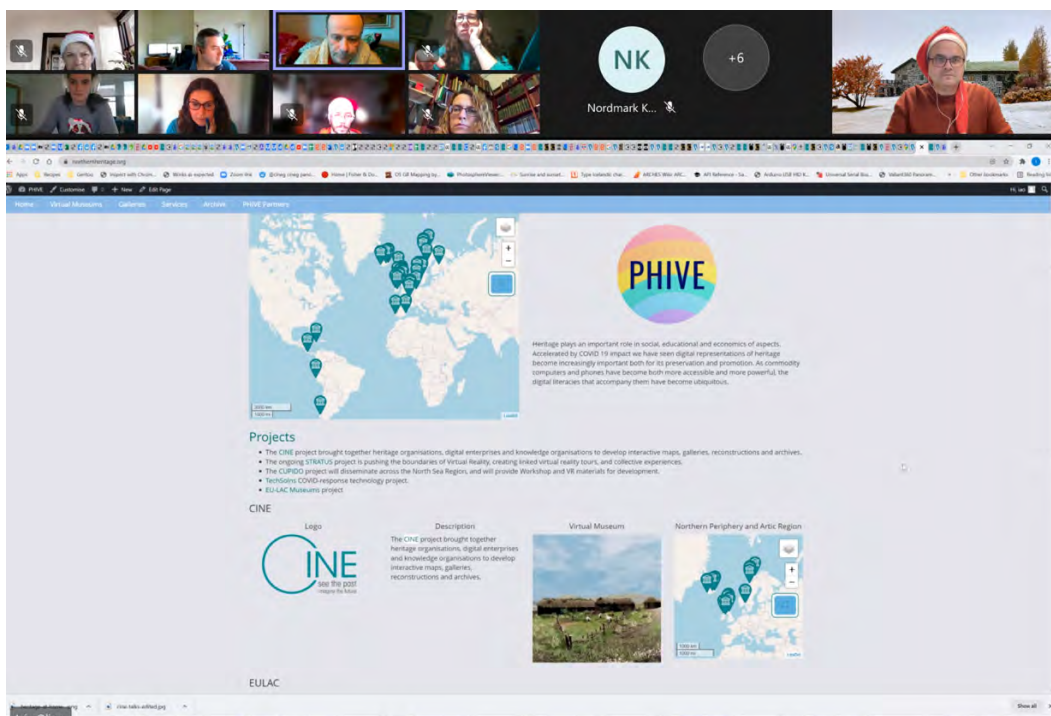
3. Screenshot from 2nd Partner meeting.



13.10.2021 2nd Partner meeting

- The attendants of the meeting did a brainstorming using the mentimeter.com application and gave answers to two questions:
 1. What do you find most interesting in digital preservation and promotion of heritage?
 2. How can you or your organisation help to disseminate the outputs from the clustered projects?
- Introduction on co-production and community work in the CINE-project by Judith McCarthy from Donegal County Museum.

4. Screenshot from 3rd Partner meeting.



15.12.2021 3rd Partner meeting

- Topics for the series of online seminars discussed and the memorandum for the network
- A proposal from Aurora Borealis about making a short documentary to present the vision for digital heritage in the north.
- Kaye Hall, Education and Community Outreach Officer at Barbados Museum & Historical Society presented what the EU-LAC museum project meant for their museum and what the museum is working on now. Katarina Nordmark, International Strategist at the Värmland County Administrative Boards, presented the CUPIDO project and how partners in Sweden have been testing various ways of modern storytelling.

T1 - Virtual Centre of Excellence

Gunnar Gunnarsson Institute and University of St. Andrews are responsible for this work package.



A.T1.1 - Engaging with users through exhibits and workshops

D.T1.1.1 - Exhibits and workshops (20)

Some exhibitions and workshops have been held and are planned in the coming months. A total list of exhibits and workshops that are related to all the clustered projects has not been made at this point, but will be part of the final report.

A.T1.2 - Building a network for digital promotion and preservation for heritage

All partners and associated partners have started to fill a Google sheet with contact information about possible participants. The network geographical area and main goals have been proposed in a memorandum of understanding that was accepted at 3rd partner meeting.

D.T1.2.1 - Virtual meetings to establish a northern network (2-4)

Will be held in 2022.

D.T1.2.2 - Seminar in Iceland 16th June 2022

The final seminar will be held on 16th June 2022 in Reykjavik. The venue has been booked in the University of Iceland and the National Museum. The frame for the agenda is ready with slots for key speakers in the morning and various sessions in the afternoon. The final action at the seminar will be to establish the northern network and decide the first board. Gunnar Gunnasson Institute has started to round up a group of collaborative partners in Iceland to organise the seminar.

D.T1.2.3 - Infra-structure for network

Memorandum of understanding for the network has been written and will be used to promote the idea to various institutions and organisations in the upcoming months.

T2 - Virtual Time Travel Demonstration

Mayo County Council is responsible for this work package in good collaboration with other partners.

6. Screenshot from a live heritage event with VR.



A.T2.1 - Collection and creation of digital heritage resource

D.T2.1.1 - Digital Heritage Resource

Some of the clustered projects are still ongoing and in others that have finished the partners continue to collect digital assets that are uploaded to PHIVE's repository. For example there has been new material coming in from STRATUS including virtual reconstructions, heritage mobile applications, and 360 degree images from Iceland and Ireland.

A.T2.2 - Virtual time travel by live heritage events

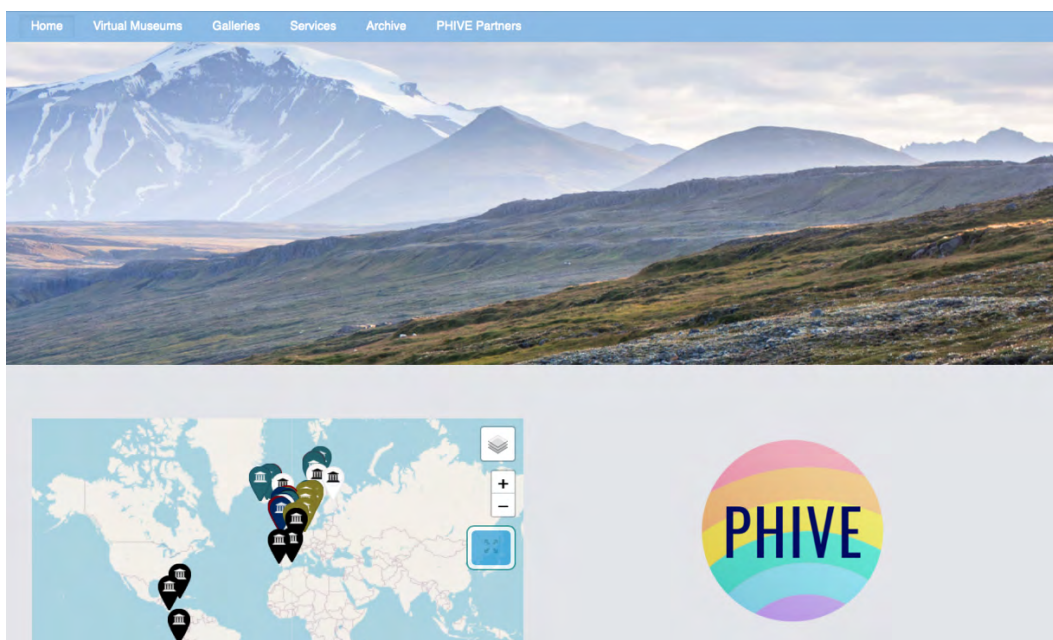
D.T2.2.1 - Live heritage events

One live heritage event has been held and more are planned, at least one from each country. The first one was held on 16th September and conducted by Timespan and UStA titled Clearances to Colonialism: Part I. It was streamed via Zoom and Facebook and used the VR from Strath of Kildonan as an informative visual connection to the past along with presentation from both a historian and an archaeologist.

T3 - Virtual Museum and Exhibition System

University of St. Andrews is responsible for T3 and takes care of all the hardware and systems necessary for the repository. The experts at UStA have been working on the exhibition system and various applications to make it easy for the end users to build online exhibitions and make VR tours.

7. The frontpage of the gateway www.northernheritage.org.



A.T3.1 - Creating a Virtual Museum of the North (exhibition system)

New hardware has been installed with capacity of up to 50TB of data. Experts have been working on the system and various apps to promote heritage.

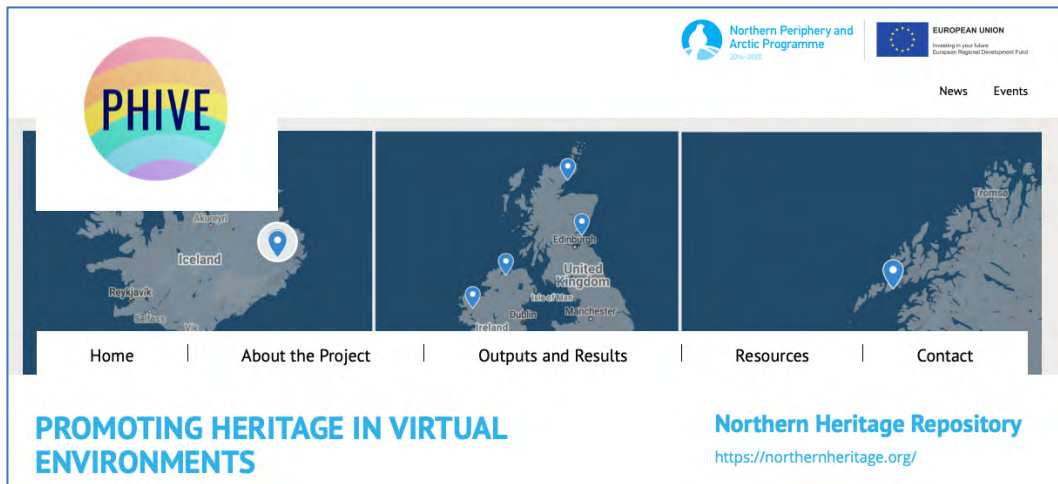
D.T3.1.1 - Virtual Museum of the North

The url www.northernheritage.org has been bought and is now a gateway to outputs from the clustered projects. The website is under construction, already giving an example of the virtual museum of the North.

C - Communication

Ulster University is responsible for the communication work package.

8. The frontpage of PHIVE's Interreg information page.



Startup activities:

Project logo

Logo ideas were made by partner members from Ulster University and the University of St. Andrews. In online voting by the partners this colorful circle with the project's acronym was selected.

PHIVE website under NPA

A website with information about the project and linking to the clustered projects has been made under <https://phive.interreg-npa.eu>

Project poster

Ulster University has also made a poster for the project that can be used digitally or printed if needed.

Presentations template

As soon as the logo was selected a presentation template was made for Powerpoint slides for representatives of the project to use when needed. The template was made by Ulster University.

Social media

A Facebook page was created for the PHIVE project to make it easier for partners and associated partners to distribute information about events and news related to the clustered projects. The goal is to use the Facebook page as a platform for sharing activities and linking activities and media to other heritage-based groups and pages.

PHIVE - gantt plan

Period Highlight: 1 Plan Duration Actual Start % Complete Actual (beyond plan) % Complete (beyond plan)

ACTIVITY	PLAN START	PLAN DURATION	ACTUAL START	ACTUAL DURATION	PERCENT COMPLETE	JULY	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEP
						1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
WP-M - MC-conditions fulfilled	1	1	1	1	100%															
WP-M - Grant offer letter received and sigend	1	1	1	1	100%															
WP-M - Kick-off meeting - all partners - online	2	1	2	1	100%															
WP-M - Steering group meeting 01 - online	1	1	1	1	100%															
WP-M - Steering group meeting 02 - online	3	1	3	1	100%															
WP-M - Steering group meeting 03 - online	4	1	4	1	100%															
WP-M - Steering group meeting 04 - online	5	1	5	1	100%															
WP-M - Steering group meeting 05 - online	6	1	6	1	0%															
WP-M - Steering group meeting 06 - online	7	1	7	1	0%															
WP-M - Steering group meeting 07 - online	8	1	8	1	0%															
WP-M - Steering group meeting 08 - online	9	1	9	1	0%															
WP-M - Steering group meeting 09 - online	10	1	10	1	0%															
WP-M - Steering group meeting 10 - online	11	1	11	1	0%															
WP-M - Steering group meeting 11 - Iceland	12	1	12	1	0%															
WP-M - Partners meeting 02 - online	4	1	4	1	100%															
WP-M - Partners meeting 03 - online	6	1	6	1	100%															
WP-M - Partners meeting 04 - online	8	1	8	1	0%															
WP-M - Partners meeting 05 - online	10	1	10	1	0%															
WP-M - Partners meeting 06 - Iceland	12	1	12	1	0%															
WP-M - Mid - project evaluation	7	1	7	1	0%															
WP-M - Reporting and claiming procedure	13	3	13	3	0%															
WP-T1 - Series of event to engage with end-users - place-based & online (20)	2	11	2	11	20%															
WP-T1 - Series of meetings to establish a network - online (2-4)	4	10	4	10	0%															
WP-T1 - Final seminar in Iceland	12	1	12	1	10%															
WP-T2 - Creation of digital heritage resource	1	12	1	12	30%															
WP-T2 - Virtual time travel - series of live events (6)	3	12	3	12	20%															
WP-T3 - Creating a Virtual museum of the North (exhibition system)	1	12	1	12	30%															
WP-C - Project logo for PHIVE	3	1	3	1	100%															
WP-C - Project description for website	3	1	3	1	100%															
WP-C - Project poster	3	1	3	1	100%															
WP-C - Presentation template	3	1	3	1	100%															
WP-C - Review document of existing outputs	12	1	12	1	0%															
WP-C - Awareness raising meetings in each country (5)	3	10	3	10	0%															
WP-C - End-user and stakeholder sessions in each country (5)	3	10	3	10	0%															