



## Juni 2024

### eCHOing project

**The project aimed to provide resilient and sustainable solutions through innovative methods like open innovation (OI) and citizen science (CS) to benefit society, focusing on how universities could support the recovery of the cultural and creative sector (CCS), particularly small and medium-sized cultural heritage organizations (CHOs).**

AN INNOVATIVE APPROACH: The pandemic highlighted the power of community-driven initiatives on digital collaboration, such as hackathons and maker spaces, but there was a lack of pedagogical resources on OI's potential and the role of HEIs in this context. The project sought to fill this gap by exploring how HEIs could use OI tools to support CHOs, address the economic and social impacts of their cooperation, and ensure sustainability. The

The project also emphasized the importance of CHOs in safeguarding collective memories, fostering civic engagement, and promoting social cohesion, especially in rural areas, where they risk disappearing in the competitive post-pandemic market. Reversing this trend was a key goal of the project. The project aimed to create a lasting impact by equipping HEIs with tools and methodologies to drive cultural heritage preservation and innovation, while also promoting social inclusion, and diversity.

The eCHOing project has developed a Methodology (cc) to enable the effective replicability of Open Innovation Project (OIP) initiatives driven by Higher Education Institutes (HEIs) for the benefit of Cultural Heritage Organizations (CHOs). e. It addresses all target groups of the eCHOing project: primarily staff at all levels and students of HEIs as the main beneficiaries and also stakeholders in the cultural and creative sector and small and medium-sized cultural organizations. This Methodology was produced as a draft within the Project Result 3, first in 2023 and was presented and implemented through a Learning Teaching week (LTTA) in April 2023 to all eCHOing members, and associated partners and students. It has then been implemented by the eCHOing partners in 28 different OIPs organized and performed by all associated partners as planned during the Project Result four (PR4) period.

The term 'open innovation' refers to a situation where an organization doesn't just rely on internal knowledge, sources, and resources (such as its own staff or R&D) but also uses external sources (such as customer feedback, published patents, competitors, external agencies, the public) to drive innovation. In the cultural heritage sector, it means initiatives or activities where institutions co-create or co-develop project ideas in collaboration with citizens, students and institutions from other sectors or industries. These activities can take many forms: for example, citizen science, crowdsourcing,



actions for grassroot communities, hackathons, etc. ([see our open innovation guide](#)). One of the objective challenges for designing a methodology for OIPs is how to choose a flexible structure which supports these very different kinds of potential activities. The approach implemented by eCHOing was to focus on the stages which capture the innovative nature of the intervention rather than pick any technology-driven intricacies which would require branching into different opportunities. The observations on the implementation of the OIPs confirmed that this was a sound approach as the methodology provided a framework to advance the activities as useful structuring placeholders rather than being unnecessarily prescriptive on details which might not have always been adequate depending on the nature of the innovation.

Several new tools were developed by eCHOing to familiarise its partners and APs on how OI can be used and to create a common understanding among participants on the general framework of the projects to be implemented:

- [Online Modules & Learning Objectives of OI Training](#) to establish a common training platform.
- A [Mapping & Matching Guide](#) to explain OI and present several concrete examples of similar projects.
- A series of [eCHOing webinars](#) and [videos](#) on various subjects related to tools and methodologies applied in the CCS and Academia for collaborative projects.
- Impact report PR5 A6: [Impact report of eCHOing project. The final report based on the data analysis of the collected participant surveys \(D5.4\)](#)

These are directed at all target groups of the eCHOing project: primarily staff at all levels and students of HEIs as the main beneficiaries and also stakeholders in the cultural and creative sector and small and medium-sized CHOs.

The series of the [youtube videos](#) showcases the work done by the students that have participated in the implementation of OIPs.

The eCHOing consortium would also like to thank all CHOs staff, NGO representatives and University students that worked as volunteers for the implementation of 28 projects of Open Innovation, without their working effort and dedication the successful implementation of the projects would not be possible. The series of the [youtube videos](#) showcase the work done by the students that have worked for the implementation of Open innovation projects that have been evaluated as well by the internal and external participants.

All reports and tools are delivered here as project results and as Open Research work but must be cited as advised in each report.