

SUSTAINING DIGITAL HERITAGE



CALL FOR LEARNING PARTNERS

BECOME LEARNING PARTNERS AND JOIN THE SUSTAINING DIGITAL HERITAGE PROGRAMME

Digital content, whether natively digital or digitized, is playing an increasingly prominent role in heritage collections. Being the result of a fast-changing environment, digital heritage presents cultural institutions with several unprecedented challenges. Among these is creating future-proofed content in line with optimal preservation standards; managing vast amounts of data and new digital assets to ensure that digital content can be located, understood, interpreted and used appropriately; making digital heritage accessible and usable while respecting intellectual property rights and acting ethically; and maximizing its value through a continuous process of audience engagement, outreach and innovation.

In this framework, sustainability of digital heritage refers to all the activities that actively maintain, support and uphold digital objects, environments, and contexts to keep them alive and nourished, as well as help them endure challenges. Therefore, heritage professionals need to adapt their competencies and develop new skills to operate in the digital space, finding a balance between serving data and people.

To address these challenges, Sustaining Digital Heritage, ICCROM's newest programme, is pleased to invite applications by cultural institutions to become learning partners of the programme and create a community of practice to promote the sustainable development of digital heritage worldwide.

Learning partners will participate in an intensive online training to learn how to apply the model for sustaining digital heritage developed by SDH and its partners from the study [The Digital Imperative: Envisioning the Path to Sustaining Our Collective Digital Heritage](#). Based on human-centred design, [the sustainability flywheel model](#) aims to support digital heritage professionals in developing strategies that help identify priorities, designing adequate digital operations, delivering value and demonstrating impact over time in a way that is responsive to the needs of stakeholders and users. Drawing on practitioners' insights, the training on the sustainability flywheel is meant to empower heritage practitioners with multidisciplinary skills to manage digital heritage in a sustainable way.

In the post-training phase, learning partners will apply the sustainability model to a specific challenge in their institutions, using a problem-solving methodology to devise effective strategies for digital sustainability. Furthermore, learning partners will work closely with the SDH programme to develop case studies, contributing to the first international capacity-development training in 2024, which will be organized by ICCROM in collaboration with AVP and the Netherlands Institute for Sound and Vision (NISV).

Organizing partners

The initiative is conceived by ICCROM's Sustaining Digital Heritage programme in partnership with:

- [AVP](#) and
- the [Netherlands Institute for Sound and Vision \(NISV\)](#).

Organizing partners will constitute a multidisciplinary and international teaching team, composed of professionals experienced in digital heritage management for cultural institutions, including design thinking, project management, IT business analysis, and more.

Key features of the partnership

- A one-week in-depth online training to learn the SDH's sustainability flywheel model and related skills to sustain heritage collections in the digital realm.
- Four months of applied research to enhance capacities for sustaining digital heritage within the learning partners' institutions. During this period, learning partners will have multidisciplinary mentoring support through monthly calls for developing strategies appropriate to their needs and contexts.
- An online follow-up workshop for developing case studies based on the partners' application of the flywheel model to enhance sustainability in diverse institutional contexts. The workshop will kickstart the development of inclusive learning materials and tools to be used in the first international capacity-development training of Sustaining Digital Heritage in 2024.

Learning objectives

Thanks to this initiative learning partners will be able to:

- Apply the flywheel model strategically in their institutions to ensure the long-term sustainability of their digital heritage collections.
- Adopt a service mindset, developing skills and methods to understand and empathize with users and stakeholders and gain a deep understanding of what they need.
- Plan right-size digital operations tailored to the needs and goals of their institution, stakeholders and users, creating solutions that will be scalable and sustainable.
- Acquire technological literacy, learning how to communicate effectively with technologists and to understand and evaluate service offerings against institutional needs, resources and policies.

- Design content strategies which can deliver value to their users and serve organizational objectives, paying attention to recognize the behaviors of different groups and changes in technologies, and confidently approaching ethical issues involving open access and creative reuse of heritage content.
- Demonstrate and communicate impact to decision-makers and resource partners, using data analysis to track, measure and present organizational and societal impact and acquire storytelling skills to present effective project proposals and maintain the momentum behind sustainability efforts.

Eligibility criteria

- Sustaining Digital Heritage is looking for 2-3 person teams drawn from four institutions working in the fields of culture and creative industries.
- Learning partners should be highly motivated cultural institutions of local, regional or national scope who wish to develop cross-sectoral capacities to sustain their digital heritage content comprehensively.
- Learning partners should be ready to apply the core concepts and strategies introduced during the SDH training in their institutions and take proactive steps to improve their services in a way that responds to their stakeholders and users' needs.
- Lastly, learning partners should be willing to share their experiences in building digital heritage sustainability by compiling case studies and learning materials, which will be used to train other heritage institutions and professionals seeking to sustain their digital collections.

Planned calendar

- Online training on the sustainability flywheel model: 1 week in autumn 2023.
- Applied research: 4 months spread over 2023-2024.
- Online follow-up workshop for developing learning materials: 1 week in 2024.

Fees and costs

Becoming learning partners of the Sustaining Digital Heritage programme will allow cultural institutions to participate in the training and workshop free of charge. Learning partners are asked to commit their resources while applying the sustainability model to their institution, according to their necessity and availability.

How to apply?

Please register your interest in becoming learning partners of the Sustaining Digital Heritage programme by filling out the [online application form](#).

Interested institutions will be contacted through the email registered in the form, where further instructions will be shared on the complete application process.

Selection

After the formal application deadline, a selection committee, drawn from ICCROM and the organizing partners, will review the applications received based on predefined selection criteria.

Following the initial assessment, shortlisted institutions will be invited for an online interview with ICCROM and the organizing partners in June 2023.

The final selection of participants will be communicated by July 2023 at the latest.

Deadline to register interest

27 May 2023, at 23:59 Central European Time

For further information, please send an email to digitalheritage@iccrom.org