FEST

Boost Digi Culture

Usavršavanje stručnjaka u kulturi i baštini u području digitalne pismenosti i vještina

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ICARUS Hrvatska

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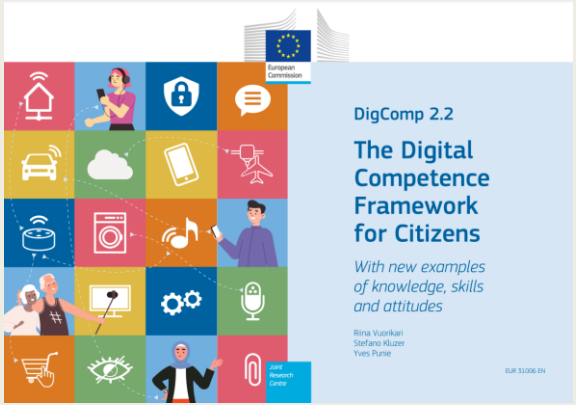
EU inicijative za digitalnu baštinu

- Recommendation on the digitisation and online accessibility of cultural material and digital preservation (2011/711/EU)
- Europeana & Europeana Pro
- Declaration of cooperation on advancing digitisation of cultural heritage (2019)
- European Heritage Alliance Manifesto „Cultural Heritage: a powerful catalyst for the future of Europe“ (2020) …
- Towards a new policy framework to make cultural heritage institutions ready for the digital age (2021)
- European data space for cultural heritage
- Expert Group on Digital Cultural Heritage and Europeana (DCHE)
- Expert Group on the common European Data Space for Cultural Heritage (CEDCHE) …

Europe's Digital Decade

- ❑ Open Science Agenda & pan-European infrastructure consortia
- ❑ European Strategy for data ☐ European Data Governance Act (2022)
- ❑ Digital Europe Programme (DIGITAL) ☐ https://digital-strategy.ec.europa.eu/en/activities/eardhiving
- ❑ Digital Competence Framework for Citizen (DigComp)
- ❑ EU Digital Skills and Job Platforms
- ❑ Common European Data Spaces
- ❑ Digitalisation in Europe - 2023 edition



stiftung digitale chancen

SYNTHESIS CENTER FOR RESEARCH AND EDUCATION

EXEOLAB CREATING SYNERGIES

RightChallenge

Innovation Hive

ICARUS HRVATSKA

Erasmus program

- Erasmus+ je program u područjima obrazovanja, osposobljavanja, mladih i sporta
- Ključna područja: mobilnost i suradnja-> širenje i iskorištavanje rezultata
- otvoreni pristup rezultatima projekata radi potpore učenju, poučavanju, osposobljavanju i radu s mladima
- KA2 – Suradnja za inovacije i razmjena dobre prakse
- Prioriteti za 2021-2027: podrška zelenoj tranziciji, provedba digitalne transformacije, promicanje socijalne inkluzije i raznolikosti, jačanje demokratskih vrijednosti i angažmana građana

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BDC projekt

Erasmus+ projekt “A Sustainable Framework for Improving the Digital Upskilling of Adult Cultural Professionals”
→ unaprjeđenje i razvoj digitalnih vještina kulturnih i baštinskih stručnjaka

Partners: Digital Opportunities (Njemačkaa), Exeo Lab (Italija), INNOVATION HIVE (Grčka), RightChallenge (Portugal), Synthesis Center for Research and Education Limited (Cipar), ICARUS Hrvatska

https://boostdigiculture.eu
https://www.icarushrvatska.hr/projekti-i-suradnje/bdc

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BDC ideja

- održivi i uključivi okvir za stručno usavršavanje na području digitalne kulturne baštine -> za male i srednje ustanove
- osposobljavanje djelatnika za uvođenje digitalne kulture u programe baštinskih ustanova
- promicanje svijesti o važnosti digitalne pismenosti i edukacije radi postizanja otpornosti i održivosti AKM-sektora
- umrežavanje i razmjena iskustava

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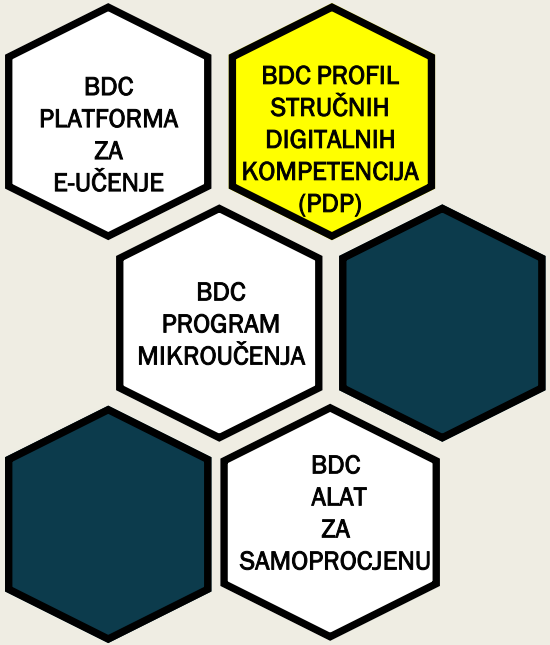
BDC rezultati



- **Platforma za e-učenje** - omogućuje slobodan pristup obrazovnim materijalima za unaprjeđenje digitalnih znanja i vještina te nudi prostor za razmjenu znanja i iskustava (forum, digitalna mapa)
- **Profil digitalnih kompetencija (PDP)** - utemeljen na europskom okviru DigComp, definira temeljne kompetencije potrebne djelatnicima baštinskih ustanova u digitalno doba
- **Alat za samoprocjenu** - na temelju profila stručnih digitalnih kompetencija omogućuje procjenu vlastitih digitalnih vještina i upućuje polaznike na odgovarajući stupanj programa mikroučenja
- **Program mikroučenja** - na dinamičan i pristupačan način, pomoću videomaterijala, obrađuje teme važne za unaprjeđenje digitalnih kompetencija baštinskih stručnjaka

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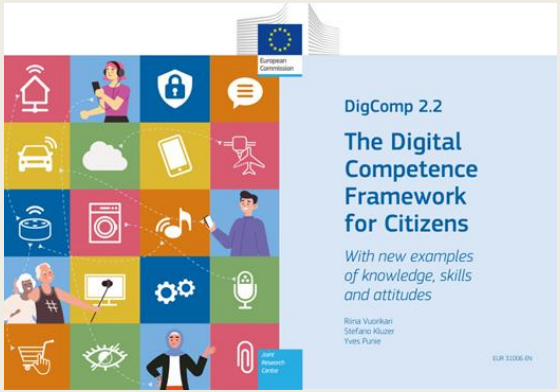
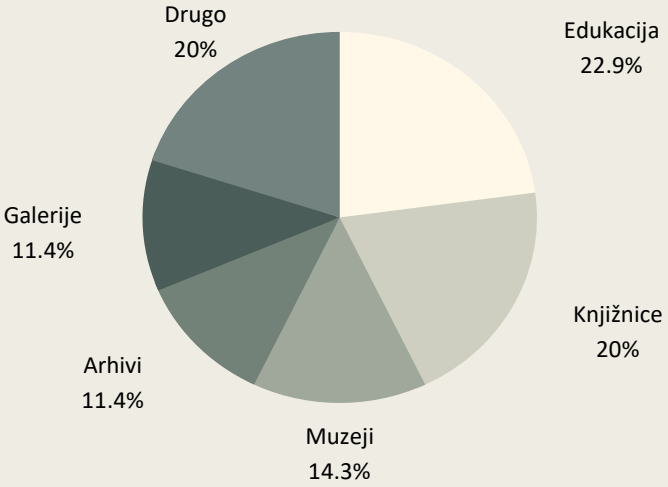
Profil digitalnih kompetencija (PDP)

Metodologija

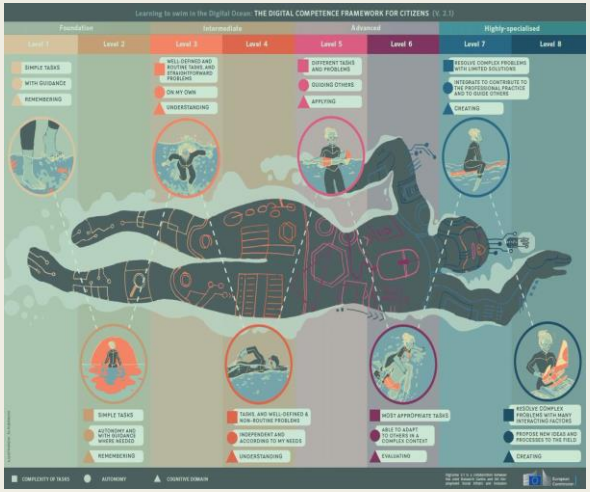
- ❑ Istraživanje
- ❑ Okvir (DigiComp 2.2)
- ❑ Fokus grupe





5 područja, 21 kompetencija, 8 razina vještina

F.1 DIGCOMP COMPETENCE AREAS AND COMPETENCES



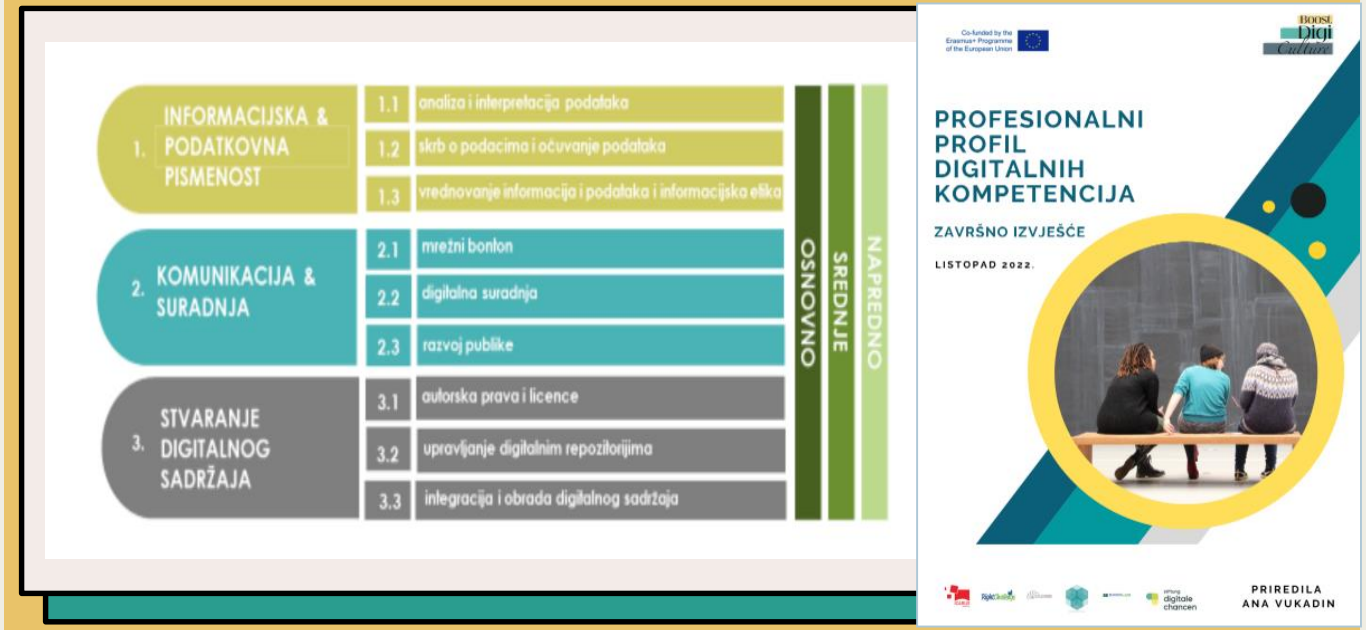
https://www.disk-project.eu/web/it/digital-competences/

Izazovi:

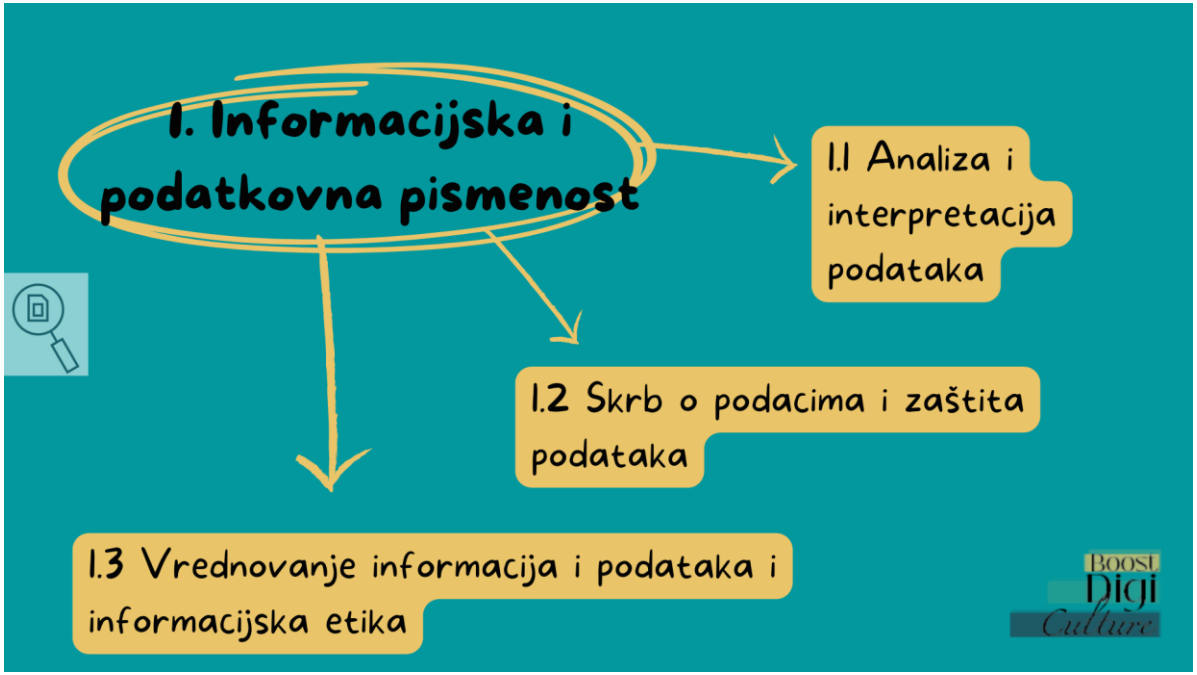
- više posla, manje vremena
- brzina tehnoloških promjena
- nedostatak vodstva i edukacije u digitalnom usavršavanju
- nedostatak financijskih sredstava za digitalne sadržaje i infrastrukturu
- predrasude (npr. digitalne vještine se ne tiču kulturnog sektora)
- problemi očuvanja digitalne građe
- mperativ stvaranja atraktivnog sadržaja

Preporuke:

- kratke, dinamične prezentacije orijentirane na praksu
- video i animacije (lakše razumijevanje)
- online prostor gdje se mogu postavljati pitanja i dobiti savjeti
- program učenja ne smije zanemariti osnove



https://boostdigiculture.eu/index.php/project-result-2/


1. Informacijska i podatkovna pismenost
1.1 Analiza i interpretacija podataka
1.2 Skrb o podacima i zaštita podataka
1.3 Vrednovanje informacija i podataka i informacijska etika
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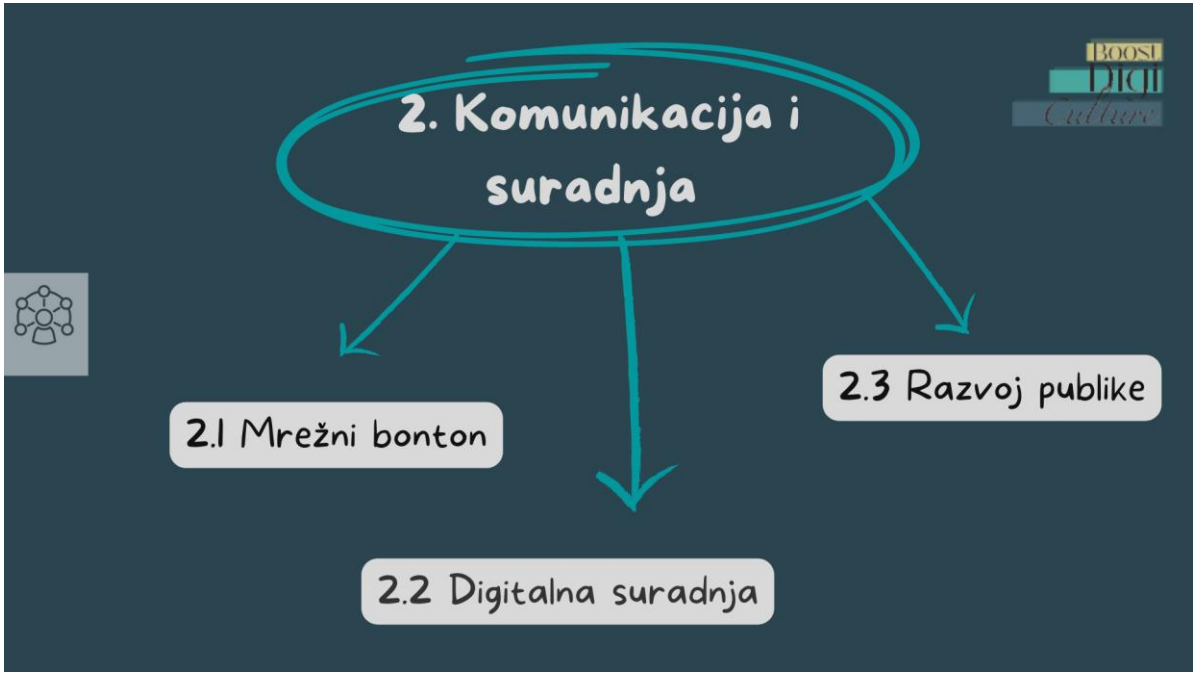
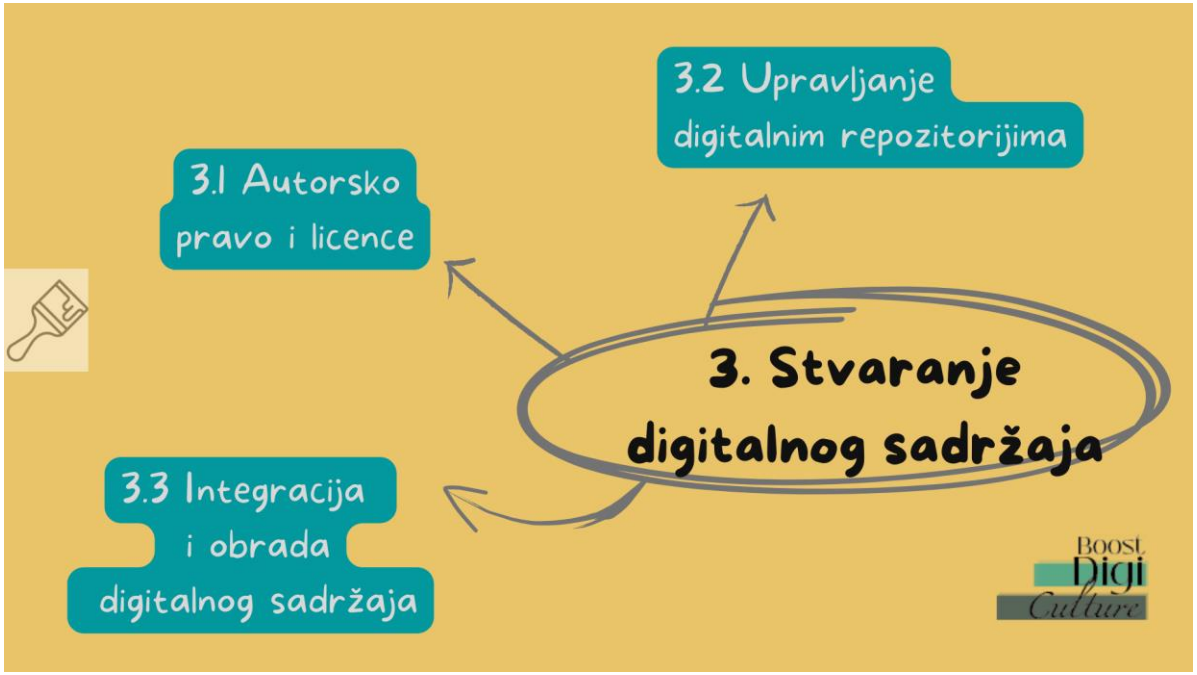
Digi
Culture


2. Komunikacija i suradnja
2.1 Mrežni bonton
2.2 Digitalna suradnja
2.3 Razvoj publike


3.2 Upravljanje digitalnim repozitorijima
3.1 Autorsko pravo i licence
3. Stvaranje digitalnog sadržaja
3.3 Integracija i obrada digitalnog sadržaja
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Alat za samoprocjenu

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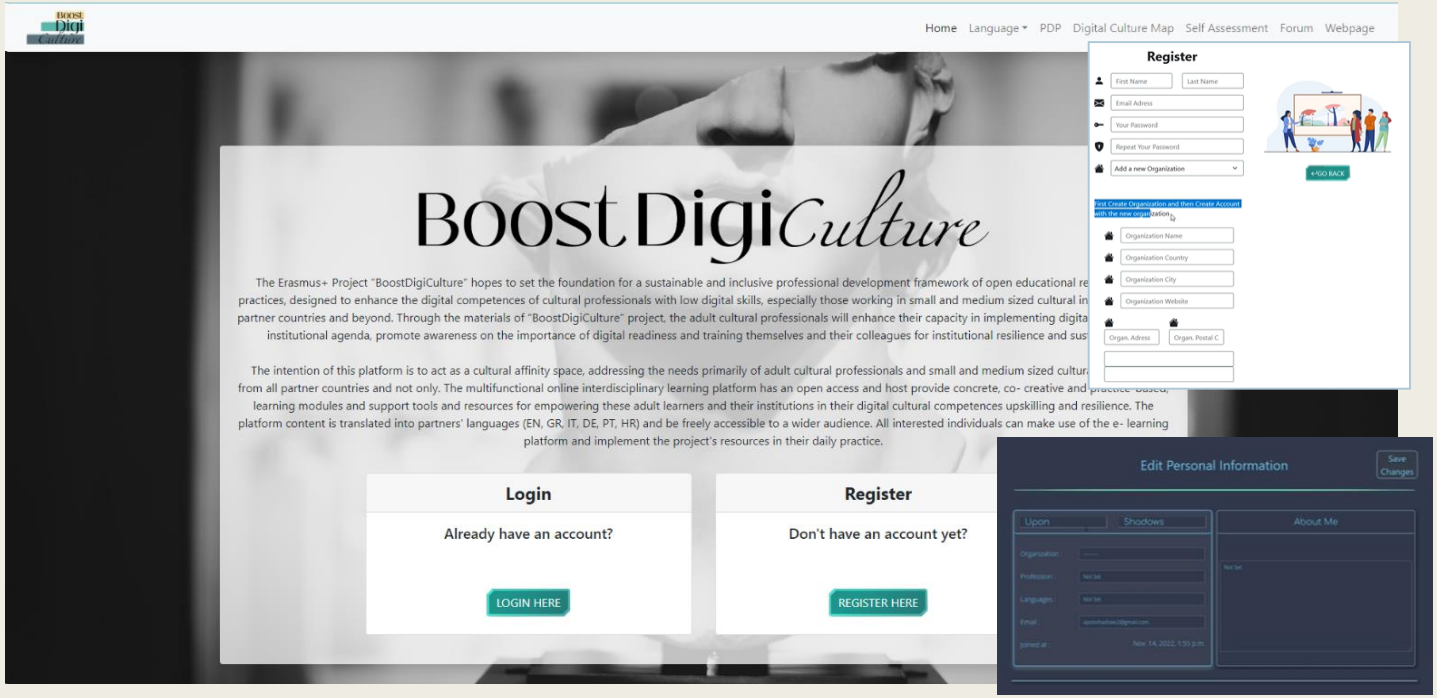
Okvir:

- ❑ procjena digitalnih kompetencija AKM stručnjaka
- ❑ usmjeravanje na odgovarajuću razinu mikroučenja

Metodologija:

- ❑ Okvir (DigiComp 2.2)
- ❑ PDP kao polazište
- ❑ Format upitnika

Korištenje alata za samoprocjenu



Program mikroučenja

Metodologija:

- PDP kao polazište – 3 razine,
- Video format, pripovjedanje, interaktivni sadržaj
- Mikroučenje kao pristup
- Pripremljeno u skladu s “DigComp at Work Implementation Guide” (2020)

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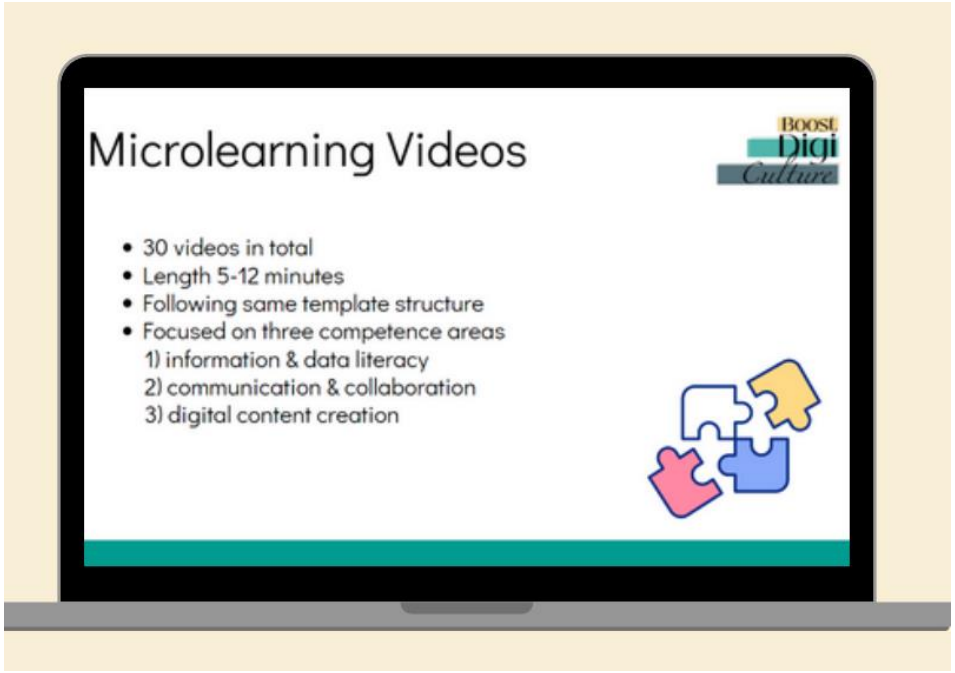
Microlearning Videos
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Culture
• 30 videos in total
• Length 5-12 minutes
• Following same template structure
• Focused on three competence areas
1) information & data literacy
2) communication & collaboration
3) digital content creation

Session 1: Information & data literacy

BEGINNER	INTERMEDIATE	ADVANCED
Introduction to online analytics	Conducting an online survey	Artificial intelligence in GLAMs
Introduction to data curation	Data sharing and reuse	Linked open data for GLAMs
Digital security	Personal data protection	
Evaluation of online sources	Digital ethics	

Session 2: Communication and collaboration

BEGINNERUsing analytics and	INTERMEDIATE	ADVANCED
Introduction to audience development	Using Discord to grow your community	Using analytics and ads to target a specific audience
Introduction to digital collaboration	Collaborative e-learning tools	Project management tools for digital collaboration
Digital collaboration for co-creation	Netiquette rules to address inclusion and web accessibility	Netiquette rules for accessible cultural websites and exhibitions
Introduction to the rules of netiquette		

Session 3: Digital content creation

BEGINNER	INTERMEDIATE	ADVANCED
Introduction to copyright	Copyright in the workplace	Guiding others on copyright
Introduction to digital editing tools	Creating new and original digital content	Creating impact with digital collections
Using and sharing digital content	Integrating digital content in GLAM	
Setting up a digital collection	Managing a digital collection	

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Module 1: Information and Data Literacy

Module 1 Beginner
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Digital security • 5:33
Evaluation of online sources • 10:22

PRIKAŽI CIJELU PLAYLISTU

Module 2: Communication and Collaboration

Module 2 Beginner
BoostDigiCulture · Playlista

Introduction to audience development • 10:40
Introduction to the Rules of Netiquette • 11:32

PRIKAŽI CIJELU PLAYLISTU

Module 3: Digital Content Creation

Module 3 Beginner
BoostDigiCulture · Playlista

Introduction to digital editing tools • 4:59
Introduction to copyright • 5:53

PRIKAŽI CIJELU PLAYLISTU

https://www.youtube.com/@BoostDigiCulture

Platforma za e-učenje

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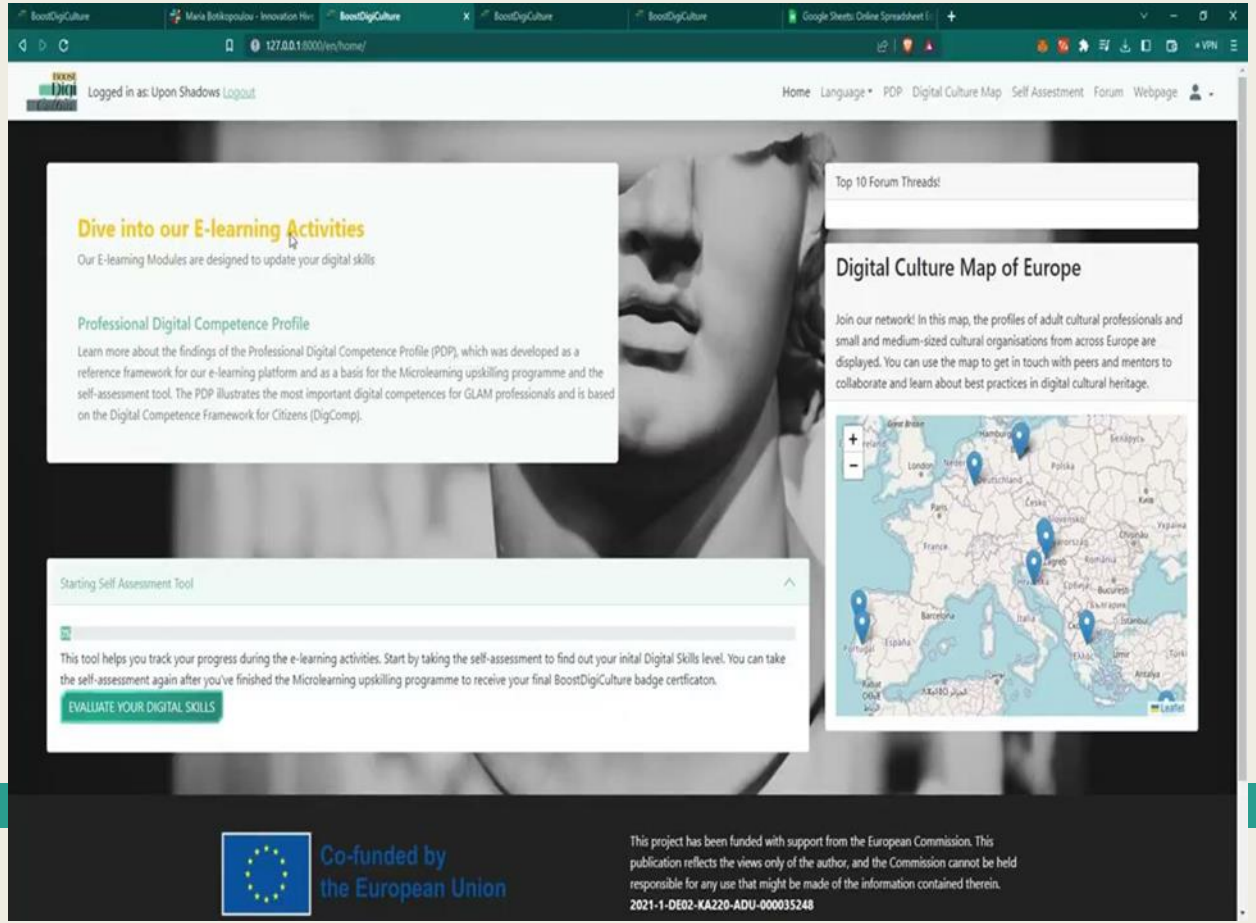
Okvir:

- Digitalna infrastruktura digitalna infrastruktura (moduli za učenje i drugi alati),
- Prilika za umrežavanje GLAM stručnjaka(digitalna mapa)
- Osnaživanje (jačanje otpornosti) putem digitalne kulture i pismenosti

Korištenje e-platforme



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Hvala na pozornosti!

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