**Open call for participants**

**in focus group and a co-creation atelier**

**held in Kraków (Poland) on June 10-11, 2019**

**within the ILUCIDARE project**

**ILUCIDARE (International Network for Leveraging Successful Cultural Heritage‑Led Innovations and Diplomacy Through Capacity Building and Awareness Raising 2019–2021)**

ILUCIDARE is a three-year project to promote and leverage cultural heritage (CH)-led innovation and diplomacy through the creation and activation of an international community of CH practitioners in Europe and beyond, while strongly contributing to the overall objectives of the communication Towards an EU strategy for international cultural relations (JOIN/2016/029) and EU international cooperation in research and innovation (COM(2012)497). ILUCIDARE refers to both “elucidare”, aiming to provide a common definition of CH-led innovation and diplomacy, and “lucidare”, aiming to raise awareness, provide assistance, leverage and upscale CH-led innovation and diplomacy on a global scale. ILUCIDARE opts to tie its activities to strong established networks rather than just creating a new isolated project with little or no impact. The project will enable the exchanges of best practices, knowledge transfer, skills development and cross-fertilisation within its global network through an extensive use of digital engagement strategies and tools as well as participatory activities including 2 focus groups and 2 co-creation ateliers, 3 high-level international conferences, 5 international competitions (including 4 ILUCIDARE special EU Prizes for Cultural Heritage / Europa Nostra awards), online training by means of a Massive Open Online Course (MOOC), 2 academic training courses, onsite capacity buildings in 11 locations in 8 countries in South-East Europe, South America, Middle East and Africa. The strong international component of ILUCIDARE activities will allow to foster intercultural dialogue and effectively improve EU external relations through cultural heritage diplomacy. Based on continuous dialogue and exchanges facilitated by a special appointed Community Manager, ILUCIDARE will act as an e-market for CH-led innovative solutions and will support spill-overs and sustainable development collaborations to better preserve and promote CH, especially where it is at risk.

**Key terms**

**Heritage**

Cultural heritage is a group of resources inherited from the past which people identify, independently of ownership, as a reflection and expression of their constantly evolving values, beliefs, knowledge and traditions. It includes all aspects of the environment resulting from the interaction between people and places through time (Faro Convention 2005).

**Heritage-led innovation** is the implementation of a new idea or method that results in an improvement. The basis of the innovation process is new knowledge, which is often an intersecting of disciplines and ideas. The aim of the innovation is creating value or improving existing conditions. The innovation needs to be implemented, put into use or made available for others to use. The success of an innovation is determined by the market or larger society, which decide whether an idea or vision is truly new and whether it is an improvement against the current situation (Vandesande 2017). Heritage-led innovation is not a static concept which restricts its focus to new products and product performance, but also entails business models, networks, signature processes, intangible services, narratives etc.

**Heritage-led diplomacy**

Cultural heritage diplomacy is a discipline, which belongs to the international relations and public diplomacy sphere and builds on the relevance of heritage for nations to foster peace building, reconciliation, social cohesion, multicultural dialogue and human and economic development. Traditionally, heritage diplomacy is embedded into the cultural diplomacy policies of a nation, but nowadays it shall also be considered more broadly to include non-state actors as public cultural heritage institutions. As such, it relates to bi- and multi-directional cultural flows and exchanges and embraces sectors as diverse as architectural conservation, social development and post-disaster reconstruction (Winter, 2015).

**Stretching-out the ILUCIDARE network – focus groups and co-creation ateliers**

The objective of the Work Package 3 Stretch-out the ILUCIDARE network is to enlarge and improve the ILUCIDARE network by means of co-creation among the consortium, Advisory Board members, stakeholders and end-users to increase impact of and advance understanding of cultural heritage-led innovations and diplomacy. Focus groups as well as co-creation ateliers will serve as some of the tools to achieve this aim.

The main objectives behind the ILUCIDARE focus groups and co-creation ateliers, which will be carried by the International Cultural Centre and KU Leuven, are to gather inputs and fill the knowledge gaps related to topics, trends, barriers and user-preferences related to heritage-led innovations and diplomacy in Europe, both on the research and practice levels. In addition, these activities will lead to fostering dialogue and allow for active collaboration between the ILUCIDARE consortium, the Advisory Board and stakeholders and generate feedback on the ILUCIDARE progress.

## Focus group and co-creation atelier in Kraków (June 10-11, 2019)

The **focus group** is aimed to discuss and fill in the gaps in the research team’s knowledge of the heritage-led innovations and heritage diplomacy discovered during the mapping phase (March-May). To this end, up to eight experts (researchers and academics as well as practitioners) from the region of Central and Eastern Europe will invited to take part in a moderated debate organised in a form of a focus group. This qualitative research is to gather inputs to jointly improve the mapping concerning major topic and trends in heritage-led innovations and diplomacy in the region done so far . The invited experts are then to take part in a co-creation atelier.

The one-day-long **co-creation atelier** will be organised as an extension (and in the wake) of the focus group. The main objective of the atelier will be to provide both co-creation and networking opportunities for all heritage-innovation and heritage-diplomacy parties (stakeholders, experts, etc.) to co-design, discuss and select useful methods, methodologies, tools to be implemented in the work on the Handbook and Toolbox.[[1]](#footnote-1) The atelier will comprise workshops and participatory activities based on the co-creation Toolkit developed by the ILUCIDARE project (Deliverable 2.3), including, among others, site visits to heritage-led innovation and diplomacy best practices. Following the methodology of the ILUCIDARE co-creation Toolkit, the atelier will bring together all relevant parties. For this very reason, the international experts identified for the purpose of focus groups will be then supplemented by project stakeholders, heritage-led innovation and diplomacy practitioners, as well as representatives of the Advisory Board.

Tentative programme of the event

June 10

* Morning – arrivals of experts for the focus group
* Afternoon (14:00 – 17:00) – focus group

June 11

* Morning (9:00 – 13:00) – co-creation atelier
* Afternoon (16:00 – 18:00) – study visit to heritage-led innovation/heritage diplomacy site in Kraków (TBC)

**Call for participants**

The International Cultural Centre in Kraków, together with the members of the project consortium, invite experts (both academics and researchers to participate in the focus group and the co-creation atelier as well as practitioners (or stakeholders) to join the co-creation atelier) from Central and Eastern Europe to participate and contribute to augmenting and promoting the knowledge on heritage and innovation as well heritage and diplomacy relations by taking part in the ILUCIDARE focus group and co-creation atelier to be held in Kraków on June 10-11, 2019. Experts with both academic background and practitioners are welcome to participate in the event. The ICC covers the costs of travel and hotels in Kraków during the event. In order for a candidature to be taken into consideration, the attached form, duly filled and signed, must be sent to the ICC (j.sanetra@mck.krakow.pl) by April 30, 2019. The ICC will select up to 8 people to attend a focus group and up to 4 people to attend the co-creation atelier. The information on the selection results will be send to all applicants by May 10, 2019.

**Selection of participants**

The main selection criteria are:

* Level of knowledge and/or experience with regard to heritage-led innovation and diplomacy;
* Sectoral interdisciplinarity – in line with the Quadruple Helix Model (Civil society/NGO, Government/Public Administration, Research/Education, Business/Industry);
* Thematic diversity;
* Gender diversity;
* Regional/national diversity;
* Methodological criteria (e.g. co-creation atelier requirements with regard to functional diversity, namely project originators, stakeholders, end-users).

The selection of research, coaching and capacity building participants will be based on openness, fairness, gender equality, geographical diversity as well as sectoral interdisciplinarity. Each type of activity has different selection criteria, which are described below.

For each of the activities that involve participants, ILUCIDARE will ensure that the requirement process is based on:

* Respect for privacy – in some cases, simply being invited into an ILUCIDARE activity could involve privacy concerns. For example, sending an email inviting an individual to take part in a study related to sensitive topics (e.g. stigmatisation of minority groups) may “out” them to others. Therefore, the ILUCIDARE recruitment methods will take into account privacy concerns.
* Lack of pressure or undue influence –participation in ILUCIDARE activities must be voluntary. Thus, the project (and the focus group and the co-creation atelier) should be introduced in a manner that allows participants adequate time and ability to freely consider whether or not they wish to take part. Undue pressure because of the timing of the request, who makes the request (e.g. a participant’s teacher, boss, etc.), method of request or the offering of undue inducements should will be avoided in ILUCIDARE activities.
* Accurate and clear description of the focus group and atelier – information shared with participants is accurate and clearly presented. Number of visits, expected time commitment, topic of discussion, etc., will are fully aligned with the proposed ILUCIDARE plan. The information shared with the participants will be clear and understandable, and free from technical or scientific jargon.
* Unbiased presentation of the project and the focus group and the co-creation atelier, in particular – information shared with participants will balanced and free of misleading emphasis that makes the study excessively attractive (e.g., avoid wording such as “free access to” “guaranteed capacity to gain revenue from heritage assets” “new and improved local conditions” etc.). The anticipated outcomes of each activity will be clearly outlined and not overstated.

**Application form**

|  |  |
| --- | --- |
| Name |  |
| Surname |  |
| Institution/Organisation |  |
| Contact details (phone, email) |  |
| Short bio including info on knowledge and experience relevant to the focus group and co-creation atelier | |
|  | |

If selected to participate in the ILUCIDARE focus group and co-creation atelier, I am aware that I will required to sign an informed consent of participant form.

*As a result of the entry into force of the General Data Protection Regulation (GDPR) we would like to inform you that your personal data will be used in the context of ILUCIDARE (2019-2021) in order to inform you about the activities and outcomes of the project. Such personal data are not shared with third parties and are kept only as long as relevant for the referred activities.”*

Signature

Date

1. The ILUCIDARE Handbook and Innovation Toolbox are the main deliverables of the project and integrate the results of T2.4 with the lessons learned from the different capacity building actions and face-to face initiatives in a single systemic framework for heritage-led innovations and diplomacy. [↑](#footnote-ref-1)