



MEMEX - MEMories and EXperiences for
inclusive digital storytelling (2019-2022)

H2020 - EUROPEAN PROJECT

Policy Brief 1 - July 2021

Capacity building actions targeting cultural and social professionals involved in community engagement as key tool for inclusion

Digital and Cultural heritage as key tool for inclusion...

The MEMEX project promotes social cohesion through collaborative and heritage-related tools that provide inclusive access to tangible and intangible cultural heritage and, at the same time, facilitate encounters, discussions and interactions between communities at risk of social exclusion. These objectives will be achieved by using Digital Storytelling (DS) as a way to gather personal stories related to heritage which will be visible through the MEMEX App. The project is based on the implementation of three pilot actions in Barcelona, Lisbon and Paris.

The two policy briefs to be prepared by MEMEX are aiming to target policy makers from local to European level “than can set up coordinated actions responding to actual needs, to ultimately affect political decision-making and programming”.

This Policy brief aims at presenting the recommendations proposed by the MEMEX project related to capacity building actions to be supported by policy makers and it aims to pave the way for discussion between cultural and social organisations and policy makers at local to European Level.

The recommendations are based on the result and impact on the professionals involved in the activities carried out in the first year of the project, namely the result of the capacity building activities on audience development and the use of digital storytelling addressed to partners and stakeholders.

...if it comes with specific Capacity building

It is necessary to reinforce the capacity of the actors involved in promoting social inclusion through cultural heritage, to activate capacity building processes aiming at developing not only hard skills (technical and theoretical knowledge) but also soft skills such as creativity and empathy, which are at the core of MEMEX storytelling workshops. Good practices from other sectors (especially from the social one) can inspire our effort, bearing in mind the pillars of the right to cultural participation (for example, Article 27 of the Declaration of Human Rights and the Faro Convention).

The first set of key recommendations are aiming to increase the awareness of policy makers on key specific topics and to advocate for the reinforcement of its support from local to European level as key abilities and skills.

Key Messages to policy makers

- **Process as a core component**
Focus on the relevance of capacity building and the development of soft skills and attitude for cultural and social professionals. It is important to foster capacity of the key actors and deliver training events on technical and professional subjects, but it is even more important to let cultural actors reflect upon the process to be implemented and their positioning within the targeted community(ies).
- **Flexibility**
Take into account the time extension when working in a digital and agile environment with population at risk of exclusion. Adapting your methods and tools to the characteristics of the participants and the specific environmental conditions of your action.



- **Sustainable Development Goals**

Knowledge and adjustment to the strategic objectives and initiatives to the Sustainable Development Goals defined by the Agenda 2030, in particular: goal 4 Quality Education; goal 10 Reducing inequalities; goal 11 Sustainable cities and communities; goal 16 Peace, Justice and Strong Institutions; goal 17 Partnerships for the Goals.

- **Cultural rights**

Audience Development (AD) is a strategic process which puts audiences (i.e., people) at the centre of organisation's activities. It must be based on the cultural rights set up in Article 27 of the Declaration of Human Rights, on the International Covenant on Civil and Political Rights (1966)- Article 27 and on the Faro Convention.

- **Digital divide**

Take into account the digital divide issues. Cultural heritage is difficult to be accessed digitally, and elderly people might have problems with that: keep the focus on capacity building (AD and DS) but also on soft skills in order to facilitate the participation of all.

- **Evolution on indicators and evaluation process**

Working on issues related to digital and inclusion requires to identify specific KPI's related to humanities approach – such as means of evaluation on the processes and impacts putting the human, the well-being, the transformation of attitudes and the mid- and long-term perspective - that needs to be integrated by professionals.

- **Trans-sectorial approach**

Programme/funding should increase the incitation and support to capacity building of professionals operating in different sectors (multi-disciplinary and trans-sectorial).

- **Global approach for Organisation**

Capacity building should engage all levels of institutions/organisations, in order to generate organisational change. It needs to be linked to the mission and vision of the institutions.



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