



LLP-LDV/TOI/07/IT/016



## **F- M U. S. EU. M.**

**(Form Multimedia System for a European Museum)**

### **THE F-MU.S.EU.M. MODEL: EXPERIMENTATION, ADAPTATION AND TRANSFER WORKPLAN**

**Leonardo Da Vinci Programme  
Lifelong Learning  
Programme 2007-2013**

**F- MU.S.EU.M. Project**

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**To: F- MU.S.EU.M. Consortium**

The F- MU.S.EU.M Consortium:

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2. Cultura Animi Foundation, Sofia, Bulgaria
3. Regional History Museum "Academician Jordan Ivanov", Kyustenil, Bulgaria
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Status

- Draft  
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 Report

Confidentiality

- Public – for public use  
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**Project ID: LLP-LDV/TOI/07/IT/016**

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**Work-package Number: 1**

**Title: Experimentation, adaptation and transfer workplan**

## 1. ADAPMENT OF THE F-MU.S.EU.M. MODEL

Part of the F-MU.S.EU.M. project will be focused on the Research on opportunity/weaknesses in the target systems of the transfer activity available on line on F-MU.S.EU.M. website and on partners' Websites to gain visibility for the project in the virtual communities and in the research engines and e-mailed via mailing list.

Duration of the activity:

15th-17th month; 3 months

Specific goals:

Implementation of the necessary calibration to the model to transfer it to the museums beneficiaries aimed to the increase of the quality of virtual museum services :

- On content, the coursewares will be complemented by a fourth on the “museum communicator” (target: complete the range of professionals involved in the construction of a virtual museum);
- Concerning the content, the database (data, images and video) will be increased;
- In terms of technology and communication, changes and adapting will be made to increase accessibility and navigability and to establish management areas which are responsibility of each partner.

Activities:

- Realization and delivery on line of a courseware on the “museum communicator”
- Realization of the training model online F-MU.S.EU.M.
  
- Development of database images, video and documents for the “Virtual museum of the European roots”

#### Expected Products/Results:

- Courseware on the “museum communicator” (Milestone 3 in the application form of the project)
- F-MU.S.EU.M. training model online as training technique, suitable to the objectives, shared and online (Milestone 7 in the application form of the project)
- Development of database images, video and documents for the “Virtual museum of the European roots” (Final step of Milestone 5 in the application form of the project)

#### Actions of exploitation:

- Updating of the Web pages (both in F-MU.S.EU.M. and partners websites) with the relevant phase results available on line in particular the training model online F-MU.S.EU.M.

## **2. TRANSFER OF THE F-MU.S.EU.M. TRAINING AND COMMUNICATIVE MODEL TO SIX BENEFICIARY MUSEUMS**

#### Duration

18th and 23rd month; 5 months

- Specific goals
- Transfer the F-MU.S.EU.M. training and communicative model to the museums identified as direct beneficiaries of it (two for each country): the “Virtual Museum of the European Roots
- Involvement in the know-how transfer activity a number of youths engaged in training activities relating to the use of new technologies in the field of virtual museums online and / or newly arrived in the labour market (import target group), to give guidance and counselling

## Expanding the network of national and transnational virtual Museums

### Activities:

- Identification, selection, motivation, involvement and training of target groups in museum beneficiaries: museum staff (3/4 for each museum) to involve in training actions concerning the establishment of a virtual museum and the management of an on line training tool
- Front training (4 days in each country), on the basis of the coursewares, on the contents of the virtual museum at each museum beneficiary: realization of photos and interviews, decisions on literary work and multimedia material to put on play
- The filling of the identity cards by any museum beneficiary concerning n. 10 objects from its collections
- Set-up of Laboratories aimed to co-plan and co-realize the Web site for each museum beneficiary (4 days in each country) aimed a) to co-establish a virtual museum for each museum partner on the basis of the two above activities aimed to increase the database of images and documents, b) to learn how to administrate the restricted area which belong to any museum
- Coaching and Tutoring on line up to achievement and delivery online of n. 6 web sites at each museum beneficiary realized according to the F-MU.S.EU.M. training and communicative model

### Products/Results:

Transfer the F-MU.S.EU.M. training and communicative model to the beneficiaries museums realizing and delivering online of n. 6 web sites according to it:

- Development of database images and documents from the Front training (First step of Milestone 5 in the application form of the project)
- n. 10 identity cards filled by any museum beneficiary concerning objects from its collections

- Laboratories aimed to co-plan and co-realize the Web site for each museum partner (4 days in each country) aimed a) to co-establish a virtual museum for each museum partner on the basis of the two above activities aimed to increase the database of images and documents, b) to learn how to administrate the restricted area which belong to any museum
- Expanding the network of national and transnational virtual Museums through central virtual museum site.
- Involvement, guidance and counselling of students on the new professional profiles important for the communication of cultural goods and services through TIC
- Activity scheduling
- Feed-back on training events: satisfaction questionnaires; report and observations grid concerning training in situation and coaching on line

Actions of exploitation:

- Updating of the Web pages (both in F-MU.S.EU.M. and partners websites) with the relevant phase results available on line

### **3. VALIDATION, MODELIZATION, AND EVALUATION OF F-MU.S.EU.M. TRAINING AND COMMUNICATIVE MODEL. FINAL WORKSHOP IN ROME**

Duration:

24th month; 1 month

Specific goals:

- Editing the final report

- Discussion, evaluation and validation of the project results on the basis of size and persistence of the changes introduced in delivery services of museum beneficiaries and partners through the transfer of F- MU.S.EU.M. model
- Evaluation of correct, regular and consistent implementation of the project
- Predisposition of recommendations and working hypothesis for the increase and extension of the obtained results
- Integration with the evaluation report of the toolkit for dissemination and exploitation to be used for subsequent actions of vertical and horizontal mainstreaming

Activities:

- Editing final report
- Creation and distribution of a CD Rom with project results including the F-MU.S.EU.M. Model formative online in English, Italian, Romanian, and Bulgarian – 1200 copies (Milestone 9 in the application form of the project)
- Evaluation report including the predisposition of recommendations and working hypothesis for the increase and extension of the obtained results
- Organization of final transnational workshop in Rome at the end of the month XXIII. It is aimed to a) discussion, evaluation and validation of project results, b) indications of policy concerning the adaptation of educational and training system
- Organization of a press conference at the international event to present the final results
- Creation of European Network of online long-life learning support among the national, historical and archaeological museums of the European capitals (the MU.S.EU.M. partnership) and the regional and local museums (the F-MU.S.EU.M. partnership)

## Products/Results

- Final Report
- CD Rom with project results including the F-MU.S.EU.M. Model formative online – 1200 copies (Milestone 9 in the application form of the project)
- Evaluation report including the predisposition of recommendations and working hypothesis for the increase and extension of the obtained results
- Final Transnational workshop and event in Rome
- Press conference at the international event to present the final results

## Actions of exploitation:

- Creation and distribution of a CD Rom with project results including the F-MU.S.EU.M. Model formative online in English, Italian, Romanian, and Bulgarian – 1200 copies (Milestone 9 in the application form of the project)
- Updating of the mailing list according to two databases: a) references of European, National and regional responsables of public and private museums and cultural institutions, potentially interested to F- MU.S.EU.M. results and products; b) mass media (printed and online newspaper, printed and online sectorial magazines, TV, radio)
- Exploitation through mailing list of final results and evaluation report

## **4. VALORIZATION (DISSEMINATION + EXPERIMENTATION) OF THE F-MU.S.EU.M. TRAINING AND COMMUNICATIVE MODEL**

Duration:

1st- 24th month; 24 month

## Activities:

- Constitution of a mailing list from the whole partnership, according to the purposes of visibility and transfer of the project. Two databases will be created: a) references of European, National and regional responsables of public and private museums and cultural institutions, potentially interested to F- MU.S.EU.M. results and products; b) mass media (printed and online newspaper, printed and online sectorial magazines, TV, radio...)
- Adaptation and integration of the existing Web site of MU.S.EU.M. with new acquisitions made during the project (for example, the fourth courseware or links to the six new virtual museums created as a result of transfer activity);
- Dissemination of interim, final and evaluation reports through mailing-list
- Realization of the Brochure on the project – printed and online - in English, Italian, Romanian, and Bulgarian in 3000 copies
- Organization of an international event at the end of the month XXIII on a) discussion, evaluation and validation of project results, b) indications of policy concerning the adaptation of educational and training system
- Organization of a press conference at the international event to present the final results
- Creation and distribution of a CD Rom with project results including the F- MU.S.EU.M. Model formative online in English, Italian, Romanian, and Bulgarian – 1200 copies (Milestone 9 in the application form of the project)
- Creation of European Network of online long-life learning support among the national, historical and archaeological museums of the European capitals (the MU.S.EU.M. partnership) and the regional and local museums (the F-MU.S.EU.M. partnership.)
- Predisposition of the transferable results achieved in training support focusing in particular on demand of cultural sector, other sectors, and small enterprises

- Dissemination and promotion of the product F-MU.S.EU.M. among potential users in 3 countries through itinerant workshops (door-to-door marketing)