

## Residents of historic towns and their relatives (digital immigrants)

To revive towns and their historic centres, residents and their immediate and extended families are vital.

As is stated in the theory of the preservation and restoration of cultural monuments (Prof. Dr. Peter Fister), historic town centres will come to life, which means they will be places where lively everyday activities happen, only if the town is a home and a place of residence for townspeople and locals, if the town has residents.

And it is only those towns and cities with a dynamic pulse and whose citizens everyday lives are interesting that are appealing and attractive for tourists. A town without residents and townspeople is merely scenery, beautiful scenes but an empty space, in which no-one feels good, least of all visitors, tourists, travellers ...

Residents create life and life creates stories. Through the years and centuries life is there for all to see, but at the same time it is hidden from view behind stone walls, in narrow streets, secret corridors, underground passages, dark cellars and attics, behind corners or on squares, creating stories: interesting, tragic, joyful, gloomy. Some have remained unfinished and are still ongoing, therefore our towns are even more mysterious and interesting, and the people who live and perform in these stories, tales, legends, and fairytales are also attractive, interesting and mysterious.

Through the diStory project we aim to seek out as many interesting stories and interesting people as possible. Stories which have not been recorded, and which are still unknown. Stories which are precious and part of the personal and social memory of residents.

Among them we will choose the most interesting, those that are most connected to the towns. And through the diStory project a new digital story of towns and townspeople will come to life.

### **Participants:**

#### Residents:

are crucial for the life of every town, therefore using the audience development strategy (ADS) we will first turn to residents and their immediate and extended families, friends, acquaintances, ...

Residents are usually addressed in classic ways: announcements in newspapers, on the radio, by post, maybe even by e-mail. In the diStory project we will use a new and innovative approach to invite them to participate, and we will take full advantage of all the possibilities offered by advanced technology.

Stories, memories, and tales take shape and are transmitted via electronic channels to residents, their family members, children, ...

### Primary school-age children

We invite pupils attending local primary schools, that are part of the e-school (e-šola) project to participate in the project. As part of the subject of multimedia, computer clubs, etc., we will acquaint them with the project and invite them to chat to and awaken the memories of their parents and grandparents, and together seek out interesting stories, write them down and send them via one of the project's digital channels. The diStory project is thus a family project, in which parents and children can be included and together 'write' a joint-family digital story.

### **Why?**

- Advanced technology and cultural heritage are not mutually exclusive. That is the nature of cultural heritage which, after a hundred or a thousand years, with the help of modern technology, is even more attractive and interesting as well as being an important source of creativity and innovation that generates new ideas and solutions
- Among those visiting museums, the lowest number of visitors, and thus those with the least interest in cultural heritage, is the 20-40 age group (young families)
- At the same time, the 20-40 age group is the biggest user of modern communication tools and social networks
- We will address parents, and simultaneously include children, who, in the future, will be key visitors to historic towns and museums

### **Digital channels – methods of communication:**

- the diStory project interactive platform
- partners' websites
- partners' social networks, Facebook, blogs, forums, ...
- partners' newsletters
- websites of local communities, local museums, tourist information centres, local tourist organisations, cultural associations, ...
- social networks/Facebook/blogs/forums of local communities, local museums, tourist information centres, local tourist organisations, cultural associations, ...
- newsletters of local museums, tourist information centres, local tourist organisations,
- websites of primary schools, as part of 'e-school' activities and the subject of multimedia

### **Content:**

#### **Programme for participation of residents – 5 steps to a digital story**

#### Step 1 – presentation of the diStory project

- information about the intention and aims of the project
- presentation of the aim of the audience development strategy
- invitation to participate

Activities:

- Creation of a Facebook group
- Ongoing response and communication with residents via a blog, forum and Twitter

Step 2 – digital survey

- a questionnaire about knowledge, participation, suggestions
- assessing and understanding the needs of visitors
- creating groups and the characteristics of various segments of visitors
- defining a new audience – new target groups

Activities:

- preparation and analysis of surveys
- conclusions of the survey: defining target groups and the expectations of residents
- e-newsletter about activities carried out and the next steps for participants - Facebook, forum, platform, .....

Step 3 - contribute a story

Possible sources of new digital stories:

- 'grandma told me'
- 'houses have tales to tell'
- 'memories of a town'
- 'every object has its own story'
- 'I remember ...'
- 'when I was a child...'
- .....

Activities:

- creating themes based on stories received and target groups
- choice of the 3-5 best stories
- suggestion of the scenario for a maximum of 3 chosen stories
- e-newsletter about activities carried out and the next steps for participants - Facebook, forum, platform, .....

Step 4 – diStory Museum Evening- meeting of e-friends of the diStory project

- introductory meeting of project partners (custodians) with residents and e-friends
- presentation of the course of the project and activities carried out by other partners

- activities for carrying out the audience development strategy
- presentation of chosen stories and suggested scenarios
- selection of chosen stories and scenarios
- exchange of opinions, ideas, suggestions for improving the scenarios

Activities:

➤ e-newsletter about activities carried out and the next steps for participants - Facebook, forum, platform, .....

#### Step 5 – presentation of chosen digital stories

- on the basis of chosen suggestions, the final scenarios and production of digital stories of the town will take shape

Activities:

➤ e-newsletter about the course of the project for participants - Facebook, forum, platform, .....

.....

➤ sharing of the finished digital story via the project's digital channels

## The young who live in the region (digital locals)

Knowledge about cultural heritage through digital stories is, in short, how the diStory project can be defined and is aimed (mostly) at young people, since new media, digital technology and internet tools are the digital language spoken and understood by the young. Therefore, we can communicate, address and co-operate with them best using the methods with which they are most familiar and use to communicate with each other.

Digital language is the language of the future. And if we want museums, old town centres, cultural monuments, and cultural heritage, to be able to communicate with users and visitors in the future, we must use the new tools and language of new technology. Only in this way will museums, cultural monuments within old town centres, and the town centres themselves, be understandable and modern, generating new life.

It is therefore important, through the diStory project and with the help of young people who are involved in the project, that towns, cultural heritage and museums must today learn a new language – the method of communication of the future.

We invite the following groups of young people to participate in the project:

- 15 to 19 year old – secondary school students
- 19 to 27 year old – higher education students

## Secondary school students

We will turn to secondary school students and acquaint them with the project through schools and established methods of e-communication which takes place in schools. We also invite professors who teach history of art, history, computing etc., to take part in the project and to help in its implementation. We will use the same methods to communicate with professors as for students regarding the steps taken and the progress of the project.

## Digital channels – methods of communication

- secondary school websites
- the diStory project interactive platform
- e-assistant, Snapchat, Instagram, platform for communicating with students
- social media partners - Facebook, blog, forum, .....
- websites of local communities, local museums, tourist information centres, local tourist organisations, cultural associations

## Content

### Four steps to digital stories - short films 'The story of my town':

#### Step one – presentation of the project

- information about the diStory project – intention and aims of the project
- presentation of the audience development strategy
- invitation to participate

#### Activities:

- Communicating via Snapchat, e-assistant, platforms, .....

#### Step two - digital survey

- questionnaire about knowledge, participation, suggestions
- assessing and understanding the needs and desires of students
- creating groups and characteristics of various segments of visitors
- defining a new audience – new target groups

#### Activities:

- preparation and analysis of surveys
- conclusions of surveys: defining the expectations of the young
- e-newsletters about activities carried out and the next steps in participating in the form, via Snapchat, e-assistant, platforms, ...

#### Step three - shooting of films entitled 'The diStory of my town'

- students are invited to create a diStory
- together we create titles for stories/films, or each author can choose his/her own title

- students can create their own scenarios, choose 'actors' and directors as required and shoot a digital film story entitled 'The diStory of my town'.
- the film/story can be filmed using smartphones, cameras etc., using techniques and in a way that enables screening and sharing of the film.

#### Activities:

- creating criteria for assessing diStory films
  - working together with students to appoint a jury for assessing films
- choosing the 3 best diStory films
- together defining the channels for promotion of the films
- e-newsletters to inform all those participating about activities and the next steps, via Snapchat, e-assistant, and other platforms

#### Step four – screening of films

- Promotion and screening of diStory films, prepared together with young and more mature students
- ideas for films which are included in the script for the final diStory

#### Activities:

- awarding of prizes for best films
- screening of films on various platforms, e-assistant, Youtube

#### **Students in higher education**

Communicating and informing those aged from 19 – 25 is harder, since they usually attend school outside of their place of residence and attend various higher education establishments. Where there are higher education establishments in towns, we invite them to participate in the project, and one of the methods of informing students about the project will take place via the internet channels of higher education establishments.

On the basis of verification that a town has a student club or other student organisation, which has students' e-mail addresses, there are various digital networks connected to young people through which we can inform them about the progression of the project. Information about the project can also be spread using a base of contact details, email addresses, student associations etc., which are in towns.

Good communication about the project and project activities is crucial to ensure that the information reaches as many young people as possible, and that they are actively involved and participate in the project.

#### **Digital channels – methods of communication:**

- websites of student organisations
- websites of higher education establishments
- students' e-mail addresses

- platforms for students, i.e. Snapchat, Instagram
- the diStory project interactive platform
- social network partners - blog, forum, Twitter ...
- websites of local communities, local museums, tourist information centres, local tourist organisations ,....

## Content

**Four steps to digital stories - short films entitled 'The diStory of my town':**

### Step one – presentation of the diStory project

- information about the diStory project – intention and aims of the project
- presentation of audience development strategy
- invitation to participate

#### Activities:

- informing and communicating via Snapchat, student platforms

### Step two – digital survey

- questionnaire about knowledge, participation, suggestions
- assessing and understanding the needs and wishes of young people
- creating groups and characteristics of various segments of visitors
- defining a new audience – young people: a new target group

#### Activities:

- preparation and analysis of surveys
- conclusions of surveys: defining the expectations of young people
- e-newsletters about the activities carried out and the next step in participation - student platform, Snapchat, Instagram

### Step three - shooting of films entitled 'The diStory of my town'

- students are informed about the aim of the creation of the films and are invited to create di-stories and to the shooting of films
- young people create their own scenarios, choose 'actors', directors and shoot films – digital stories 'The diStory of my town'
- film – stories are shot by using smartphones, cameras, ... Using techniques and methods that enable screening and sharing of films

#### Activities:

- creating criteria for assessing diStory films
  - working together with students to appoint a jury for assessing films
- choosing the 3 best diStory films

- together choosing the methods and digital channels for promotion of films
- e-newsletters to inform all those participating about activities and the next steps, via Snapchat, Instagram

#### Step four – screening of films entitled 'The diStory of my town'

- Promotion and screening of diStory films, the best 'diStories' prepared together with young students

#### Activities:

- awarding of prizes for best films
- screening of films on various platforms, e-assistant, Youtube

## Senior citizens who live in the region (digital immigrants)

People aged over 60 are an interesting target group who don't tend to be so involved with, or use, modern technology. Use of digital tools tends to be largely linked to surfing the internet and using phones for making calls, since often they do not yet have smartphones.

Therefore, the inclusion of senior citizens in the diStory project and their participation in creating e-stories is a big challenge for them whilst also being an opportunity for the project. It is an opportunity because the older generation has an abundance of knowledge, experience, historic memories, they know the stories of towns and maybe they were even involved in their creation, they are visitors to museums and they love their own towns.

The number of pensioners is ever greater. In Slovenia there are more than 600,000, equating to more than 30% of the population. In Serbia there are over 1.7 million pensioners, who account for 24.7% of the population, whilst in Italy there are over 16 million. This means that this section of the public accounts for a large share of the population, thus representing a significant and important part of the public.

At the same time, it is typical for this age group that they are not familiar with, or are less familiar with and therefore do not use, new digital technology.

Senior citizens are also well organised and have their own senior citizens organisations (pensioners' associations, associations for older people, etc.).

Therefore, in the diStory project we will connect two target groups who would not usually co-operate – the young and pensioners. The older generation will be able to contribute their experience, historical knowledge, love of culture, cultural heritage and their town, as well as stories, memories and interesting tales, whilst the younger generation can contribute their knowledge and understanding of new digital technologies.



Reaching and informing the older generation about the progression of the project and inviting them to participate will mostly take place through workshops, where they will meet, exchange opinions and develop suggestions. Young people will also be involved in these workshops as mentors.

#### **Channels – methods of communication:**

- workshops and group meetings at the start and during the course of the project (presentation), and other methods that are foreseen in the project:
  - interactive diStory project platform
  - partners' websites
  - partners' social networks - Facebook, blog, forum, .....
  - partners' newsletters
  - websites of local communities, local museums, tourist information centres, local tourist organisations, cultural associations, .....
  - social networks - Facebook, blog, forum of local communities, local museums, tourist information centres, local tourist organisations, ...
  - newsletters of local communities, local museums, tourist information centres, local tourist organisations, cultural associations, ....

#### **Content**

##### **7 steps to digital stories for senior citizens:**

##### Step one – workshop – presentation of the diStory project

- information about the diStory project – intention and aims of the project
- presentation of audience development strategy
- invitation to participate

##### Activities:

- forming groups and agreeing about meetings and the methods of communication

##### Step two - survey

- questionnaire about knowledge, participation and suggestions
- assessing and understanding the needs of older people
- creating groups – older people
- defining a new audience – new target groups

##### Activities:

- preparation and analysis of surveys
- conclusions of surveys: defining target groups and the expectations of residents
- e-newsletters about activities carried out and the next steps in participating - Facebook, forum, .....

### Step 3 - contribute a story

Possible sources of new digital stories:

- 'grandma told me'
- 'houses have tales to tell'
- 'memories of a town'
- 'every object has its own story'
- 'I remember ...'
- 'when I was a child...'
- .....

Activities:

- creating themes based on stories received and target groups
- choice of the 3-5 best stories
- suggestion of the scenario for a maximum of 3 chosen stories
- e-newsletter about activities carried out and the next steps for participants - Facebook, forum, platform, .....

### Step 4 - workshop to shoot films entitled 'The diStory of my town'

- senior citizens who are familiar with modern technology are invited to shoot their own short film entitled 'The diStory of my town', helped by younger people acting as mentors
- together with the mentors they will create the scenarios, choose 'actors', directors and shoot a digital film story entitled 'The diStory of my town'
- working with young people as mentors, films can be made using smartphones, cameras etc., using techniques and methods that enable screening and sharing of films

Activities:

- organising workshops and inviting young people to participate as mentors
- creating criteria for assessing diStory films
  - working together with students to appoint a jury for assessing films
- together defining the methods and digital channels for promotion of the films
- e-newsletters to inform all those participating about activities and the next steps, via Snapchat, e-assistant, and other platforms

### Step five – screening of films entitled 'The diStory of my town'

- Promotion and screening of best diStory films, prepared together with young and mature students and senior citizens

Activities:

- choose the best films and award prizes
- screening of films on various platforms - Facebook, Youtube

#### Step 6 – diStory Museum Evening- meeting of e-friends of the diStory project

- introductory meeting of project partners (custodians) with senior citizens and e-friends
- presentation of the progress of the project and activities carried out by other partners
- activities for carrying out audience development strategy
- presentation of chosen stories and suggested scenarios
- selection of chosen stories and scenarios
- exchange of opinions, ideas, suggestions for improving the scenarios

Activities:

- e-newsletter about activities carried out and the next steps for participants - Facebook, forum, platform, .....

#### Step 7 – presentation of chosen digital stories

- on the basis of chosen suggestions, the final scenarios and production of digital stories of the town will take shape

## Disabled persons

People with disabilities are users, visitors and also residents of towns and, since to them their town is the world in miniature, they know it very well. They frequently face barriers on their journeys or when they want to attend cultural events, which prevent access or unhindered movement around towns. Old town centres with their old buildings, are not adapted for use by people with disabilities, who are often prevented from access due to stairs, thresholds, narrow passages, steep paths etc.

Therefore, in the diStory project we are addressing and inviting people with disabilities to give their opinions and suggestions, and that they tell the story of their town as they see and experience it. Through their stories they can also draw attention to the difficulties in moving through the town, and with their help digital stories of towns can be created and we will also be able to learn about the parts of the towns and the buildings which are more difficult for them to access or are even inaccessible.

#### **Channels – methods of communication:**

- workshops and group meetings and other methods that are foreseen in the project:
  - interactive diStory project platform
  - partners' websites

- partners' social networks - Facebook, blog, forum, .....
- partners' newsletters
- websites of local communities, local museums, tourist information centres, local tourist organisations, cultural associations, .....
- social networks - Facebook, blog, forum of local communities, local museums, tourist information centres, local tourist organisations, ...
- newsletters of local communities, local museums, tourist information centres, local tourist organisations, cultural associations, ....

## Content

### 7 steps to digital stories or films 'The diStory of my town':

#### Step one – Workshop – presentation of the diStory project

- information about the diStory project – intention and aims of the project
- presentation of audience development strategy
- invitation to participate

#### Activities:

- Forming groups and agreeing about meetings and the methods of communication

#### Step two – digital or classic survey

- questionnaire about knowledge, participation and suggestions
- assessing and understanding the needs of people with disabilities
- creating groups – older people
- defining a new audience – new target groups

#### Activities:

- preparation and analysis of surveys
- conclusions of surveys: defining target groups and the expectations of people with disabilities
- e-newsletters about activities carried out and the next steps in participating - Facebook, forum, .....
- informing local communities about the conclusions

#### Step 3 - contribute a story

#### Possible sources of new digital stories:

- 'grandma told me',
- 'houses have tales to tell'
- 'memories of a town'

- 'every object has its own story'
- 'I remember ...'
- 'when I was a child ...'
- .....

Activities:

- creating themes based on stories received and target groups
- choice of the 3-5 best stories
- suggestion of the scenario for a maximum of 3 chosen stories
- e-newsletter about activities carried out and the next steps for participants - Facebook, forum, platform, .....

Step 4 - workshop to shoot films entitled 'The diStory of my town'

- people with disabilities who are familiar with modern technology are invited to shoot their own short film entitled 'The story of my town', helped by younger people acting as mentors
- together with the mentors they will create the scenarios, choose 'actors', directors and shoot a digital film story entitled 'The story of my town'
- working with young people as mentors, films can be made using smartphones, cameras etc., using techniques and methods that enable screening and sharing of films

Activities:

- organising workshops (this could also be together with workshops for senior citizens) and inviting young people to participate as mentors
- creating criteria for assessing diStory films
  - working together with students to appoint a jury for assessing films
- together defining the methods and digital channels for promotion of the films
- e-newsletters to inform all those participating about activities and the next steps, via Snapchat, e-assistant, and other platforms

Step five – screening of films – 'diStory of my town'

- Promotion and screening of best diStory films, prepared together with young and mature students and disable citizens

Activities:

- choose the best films and award prizes
- screening of films on various platforms - Facebook, Youtube

Step 6 – diStory Museum Evening- meeting of e-friends of the diStory project

- introductory meeting of project partners (custodians) with senior citizens, people with disabilities and e-friends
- presentation of the progress of the project and activities carried out by other partners
- activities for carrying out the audience development strategy
- presentation of chosen stories and suggested scenarios
- selection of chosen stories and scenarios
- exchange of opinions, ideas, suggestions for improving the scenarios

Activities:

- e-newsletter about activities carried out and the next steps for participants - Facebook, forum, platform, .....
- informing local communities about the conclusions

Step 7 – presentation of chosen digital stories

- on the basis of chosen suggestions, the final scenarios and production of digital stories of the town will take shape