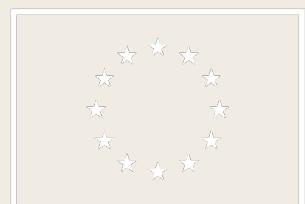




Smart Specialisation and Regional Networks: Driving Growth through Collaboration

Webinar #1

6 November, 10:00



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the European Union

Agenda

1. Introduction to MetaHeritage

Antonia Bobik, Communications Officer, Time Machine Organisation

2. The Smart Specialisation Approach

Tomislav Pinter, Seconded National Expert, DG REGIO, European Commission

3. Virtual and Smart Cultural Tourism Partnership

Manuela Graf, Research Associate, Friedrich Schiller University Jena

Elodie El Hossaini-Sacher, Research Associate, Friedrich Schiller University Jena

4. Competence Center on Creative and Cultural Economy of the German Government

Frauke Dornberg, Research on Cultural and Creative Industries, Prognos AG

5. Q&A

6. Closing words

Antonio Novo, President, European Clusters Alliance

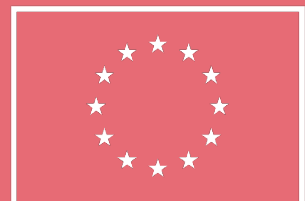


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Housekeeping rules

- Please note that the webinar is being recorded.
- Please ask your questions in the chat.
- Make use of the chat, add your comments!



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Introduction to MetaHeritage

*Antonia Bobik,
Communications Officer,
Time Machine Organisation*

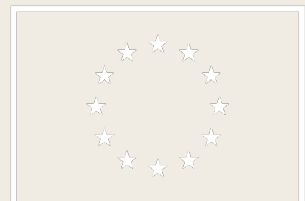


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MetaHeritage

6. November 2025



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What is MetaHeritage?

Europe-wide initiative funded under the Interregional Innovation Investement (I3) Instrument

tests heritage routes & metaverse to mobilise cultural and corporate heritage for innovation & growth

works across 7 European regions at different development stages

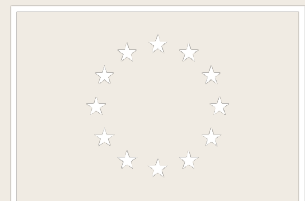


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Mission & Goals

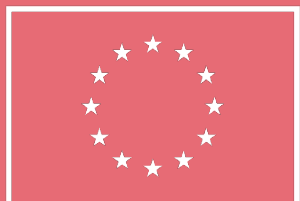
- Promoting sustainable growth
- Enhancing regional collaboration
- Addressing regional disparities



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What we offer to SMEs & Organisations

- Capacity-building & networking events
- Pilot actions & heritage routes
- MetaHeritage Platform & Map
- Business model innovation & digital tools



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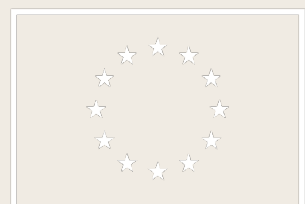
Benefits for Participants

Gain visibility

Access innovation tools, resources & best practices

connect with regional innovation ecosystems

shape future of heritage innovation



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Looking Ahead

Building Europe's Heritage Innovation Ecosystem during 2025-2026

- Upcoming webinars and networking events
- Launch investment-ready pilot actions & heritage route experiments
- Enable SMEs to join a strategic network and innovation value-chain
- Foster a sustainable community



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the European Union**

Thank You!

Antonia Bobik
Communications Officer
MetaHeritage Project

Time Machine Organisation
Antonia.Bobik@timemachine.eu



The Smart Specialisation Approach

*Tomislav Pinter,
Seconded National Expert,
DG REGIO, European Commission*



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MetaHeritage Webinar Series: Unlocking EU Networks for
Cultural Heritage, Tourism and Digital Innovation

Webinar #1 – Smart Specialisation and Regional Networks:

Driving Growth through Collaboration

6 November, 10:00 – 11:00 CE

Smart Specialisation and S3 Community of Practice

Tomislav Pinter, DG REGIO
Smart and Sustainable Growth Unit

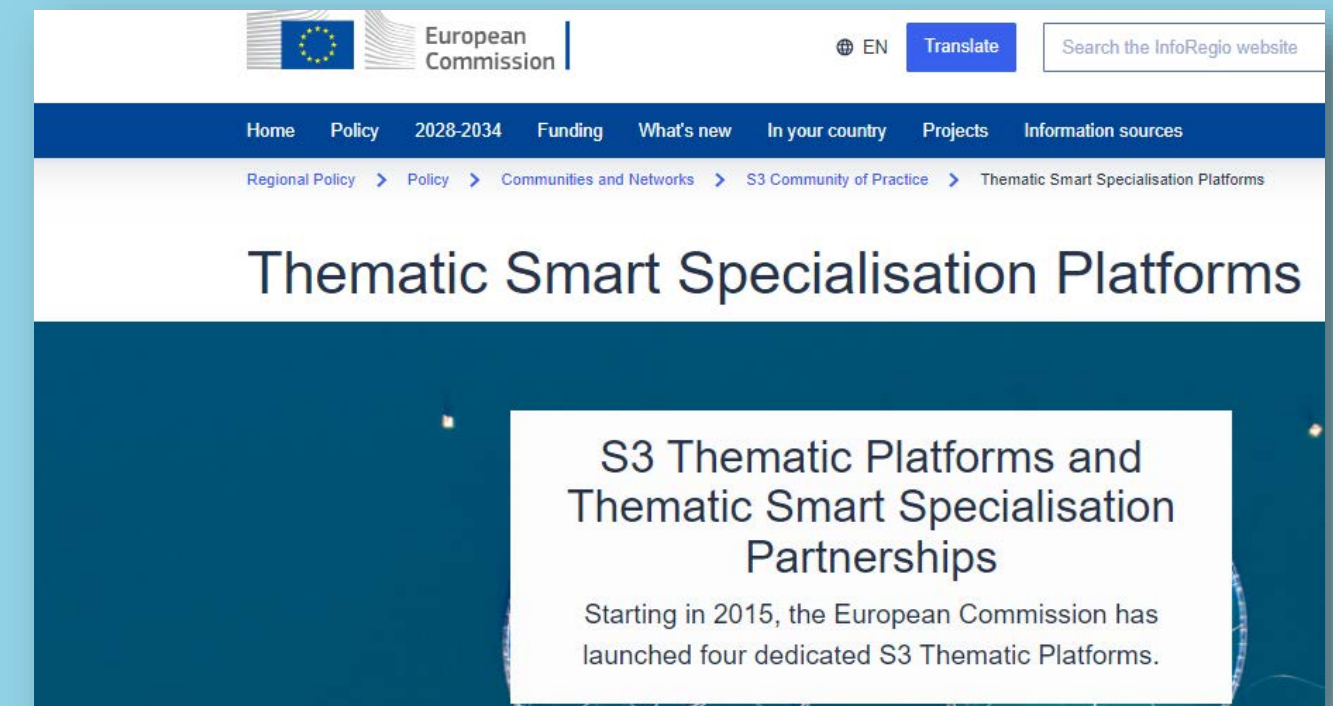
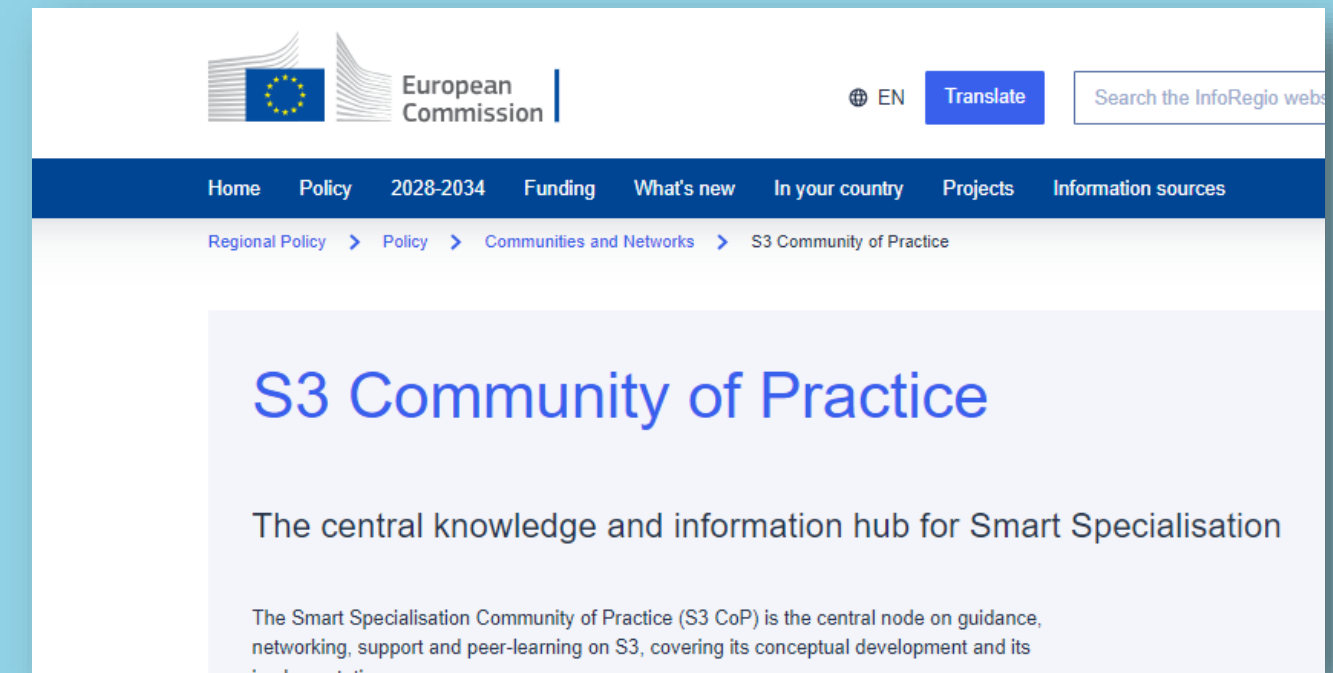
What is Smart Specialisation and what is its objective?

- EU's place-based approach to innovation and competitiveness;
 - Builds on regional strengths and collaboration among local actors;
-
- Midway through implementation – continuity through S3 Community of Practice;
 - Post 2027 - NRPP regulation references S3 as a territorial tool for integrated development;



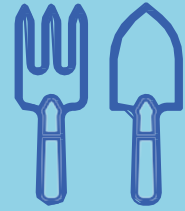
How are S3 Strategies implemented?

- Primarily linked to **Cohesion Policy (Smart Europe PO1) programmes**; S3 good governance is an enabling condition in 2021–2027
 - Strategies built through **governance and stakeholder participation** (entrepreneurial discovery process)
-
- **S3 Community of Practice** provides on-the-ground support, guidance, and peer learning
 - **Thematic Smart Specialisation Platforms** link regions on shared priorities



4 S3 thematic platforms

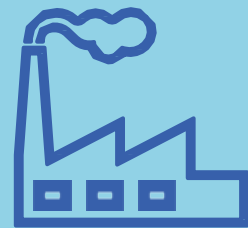
■ Agri-food



■ Energy



■ Industrial modernisation



■ Sustainable blue economy



43 partnerships

10 new partnerships awarded 2023-2025



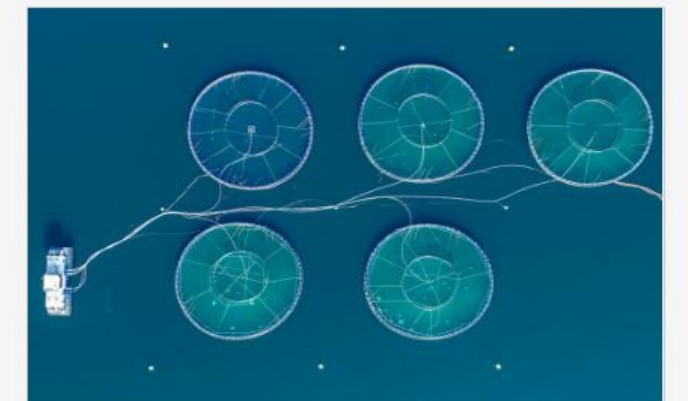
Agri-food



Energy



Industrial Modernisation



Sustainable Blue Economy



European
Commission

S3 COMMUNITY
OF PRACTICE

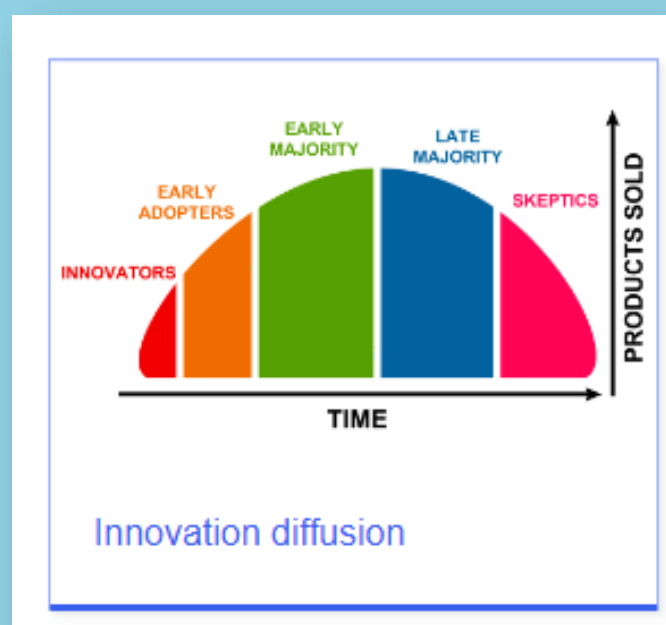
Knowledge depository

- A learning process for policy stakeholders on the fulfilment of the S3 enabling condition “**Good governance of national or regional smart specialisation strategies**” during the 2021-2027 programming period

Innovation diffusion

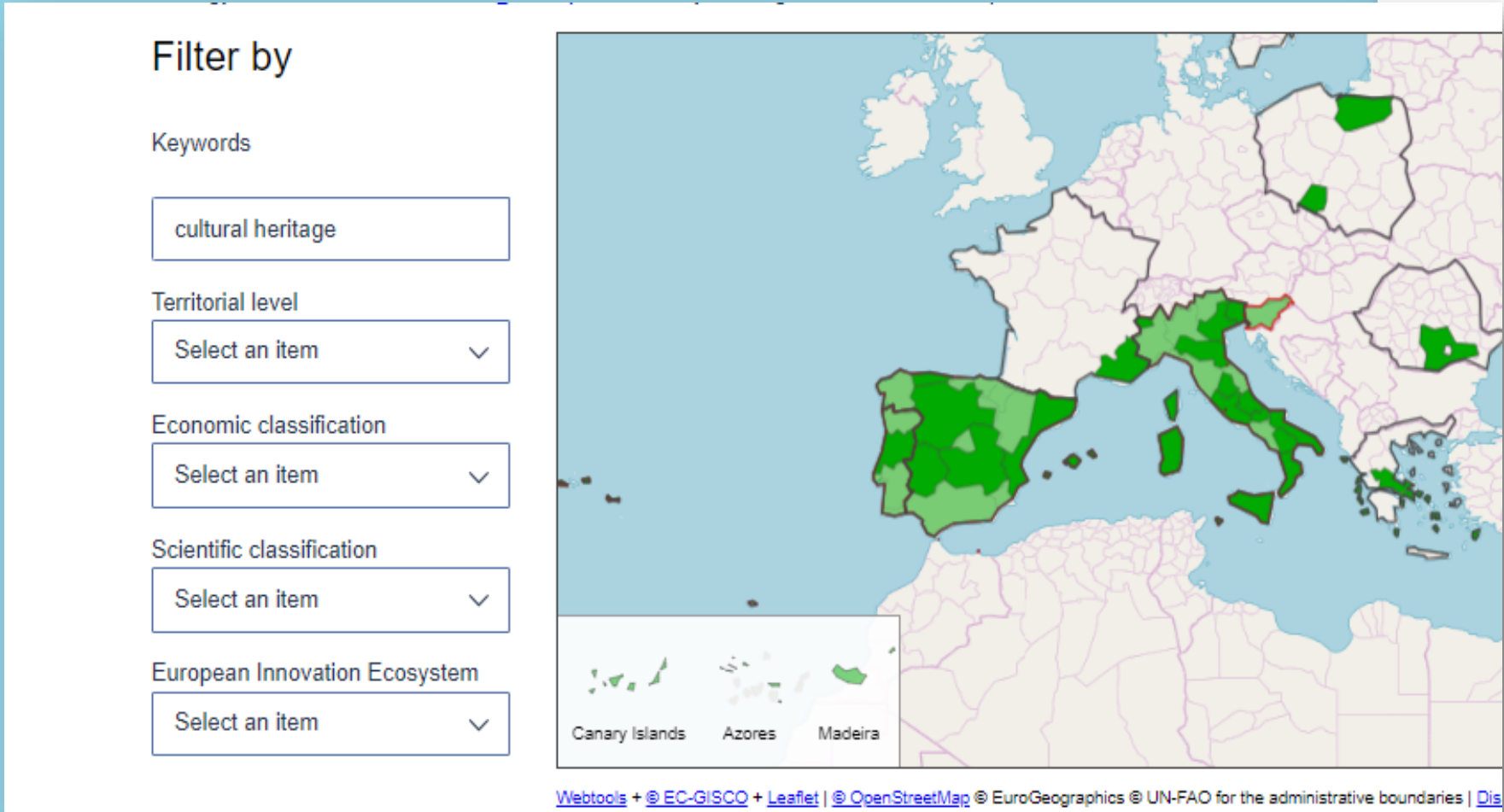
Industrial Transition

Interregional collaboration



Cultural and Creative Sectors within Smart Specialisation

- **S3 CoP Observatory** S3 priorities according to economic sectors, research areas, and industrial ecosystems (AI tools used to analyse and group)



+ Attica (EL30)	Tourism, Culture Topics: cultural heritage,experiential travel,eco-tourism,creative industries,digital tourism	The 2021-2027 RIS3 was designed at national level taking into account the regional specialisations as proposed by the country's regions. Therefore, there is a unified national RIS3 with regional specialisations.
+ Central Greece (EL64)	Industry of Experience Topics: cultural tourism,experiential travel,creative industries,eco-tourism,digital tourism	The 2021-2027 RIS3 was designed at national level taking into account the regional specialisations as proposed by the country's regions. Therefore, there is a unified national RIS3 with regional specialisations.
+ Ionian Islands (EL62)	Tourism – Cultural Club Topics: cultural heritage,sustainable tourism,digital tourism,eco-tourism,experience economy	The 2021-2027 RIS3 was designed at national level taking into account the regional specialisations as proposed by the country's regions. Therefore, there is a unified national RIS3 with regional specialisations.
+ South Aegean (EL42)	Tourism, Culture and Environment Topics: cultural heritage,eco-tourism,sustainable tourism,green infrastructure,digital tourism	The 2021-2027 RIS3 was designed at national level taking into account the regional specialisations as proposed by the country's regions. Therefore, there is a unified national RIS3 with regional specialisations.
+ Abruzzo (ITF1)	Fashion/Design Topics: Ecodesign,environmentally friendly materials,circular economy,remanufacturing,cross-fertilisation	Smart Specialisation Strategy in Abruzzo S3 2021-2027
+ Aosta Valley (ITC2)	Enhancement of cultural heritage Topics: Intangible heritage,virtual reality tours,restoration techniques,art conservation	Smart Specialisation Strategy of the Autonomous Region of Valle d'Aosta 2021-2027

What role do SMEs and organisations play? How can they participate and shape S3 strategies?

- **Shape priorities locally:** join regional S3 consultation groups or innovation councils;
 - **Test innovations:** collaborate in cluster pilot projects, HUBs or Living Labs;
 - **Go interregional:** partner in I3 projects from investment I3 Strands (Strand 1 and 2a), which link SMEs (including from less developed regions) with technology leaders – focus on Cascade funding options in I3 projects;
-
- **Join S3 Thematic Partnerships:** e.g. [Virtual & Smart Cultural Tourism](#) or [Cultural & Creative Regional Ecosystems \(CCRE-S3\)](#) – open to companies, universities, and public actors;
 - **Use S3 Community of Practice:** register on the new platform to access training, peer-learning, and calls for technical assistance;

Cultural and Creative Regional Ecosystems



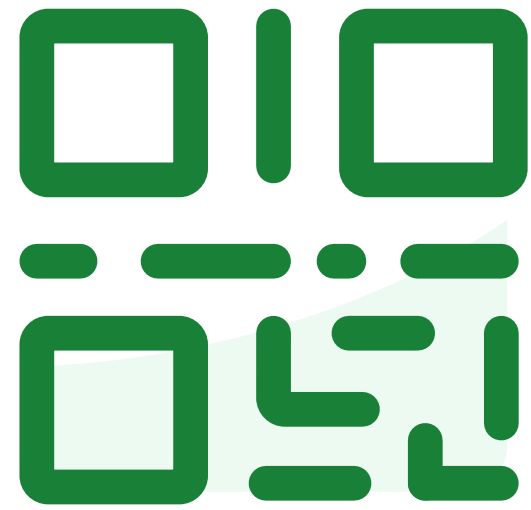
Virtual and Smart Cultural Tourism (VSCT Partnership)



European
Commission



Do not edit
How to change the design



Join at slido.com
#MetaHeritage

 The Slido app must be installed on every computer you're presenting from

slido



Are you involved in activities related to the smart specialisation strategy of your region?



How important is interregional collaboration for your business growth?



What is your biggest motivation to join regional / national / European networks?



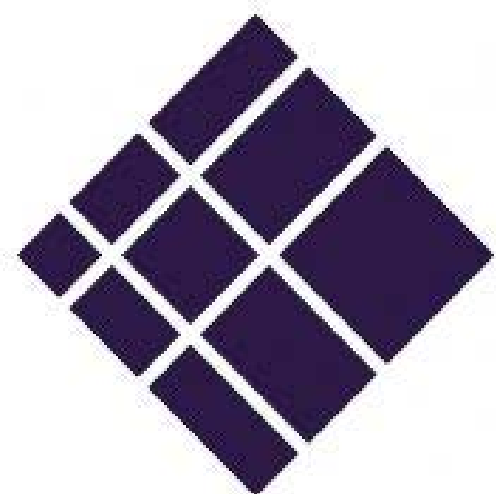
Virtual and Smart Cultural Tourism Partnership

*Manuela Graf, Research Associate,
Friedrich Schiller University Jena*

*Elodie El Hossaini-Sacher,
Research Associate,
Friedrich Schiller University Jena*



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Interregional Partnership
**Virtual and Smart
Cultural Tourism**



heritageinnovation.eu

Overview of the Landscape for Virtual & Smart Cultural Tourism



- A fragmented ecosystem of small, specialised and primarily national actors
- A missing European-scale player to drive innovation and integration
- Interregional collaboration as the solution to bridge this structural gap



Interregional Partnership
**Virtual and Smart
Cultural Tourism**

8 EU Regions:

- **Thuringia**, Germany - lead
- **Galicia**, Spain - co-lead
- **Saxony**, Germany
- **Lower Austria**
- **Cyprus**
- **Paris**, France
- **Greater Amsterdam**, Netherlands
- **Basilicata**, Italy

A cooperation of regions whose key smart specialisation priorities and activities are linked to tourism, and who need responsive strategies to better align innovation activities and value chains



Interregional Partnership
Virtual and Smart
Cultural Tourism

The principles of **Smart Specialisation Strategy (S3)**

Ensuring that investments are strategic, regionally relevant and contribute to long-term economic development



Interregional Partnership
Virtual and Smart
Cultural Tourism

Benefits for the members:

- Expanded Networking & Visibility
- Pooling of Resources & Increased Critical Mass
- Collaborative Project Development
- Leveraging Complementary Strengths Across Europe
- Boost Participation in European Value Chains
- Synergies with Regional, National & EU Initiatives



Interregional Partnership
Virtual and Smart
Cultural Tourism

Strategic Importance

The S3 Industrial Modernisation platform by the European Commission
https://ec.europa.eu/regional_policy/policy/communities-and-networks/s3-community-of-practice/virtual_tourism_en



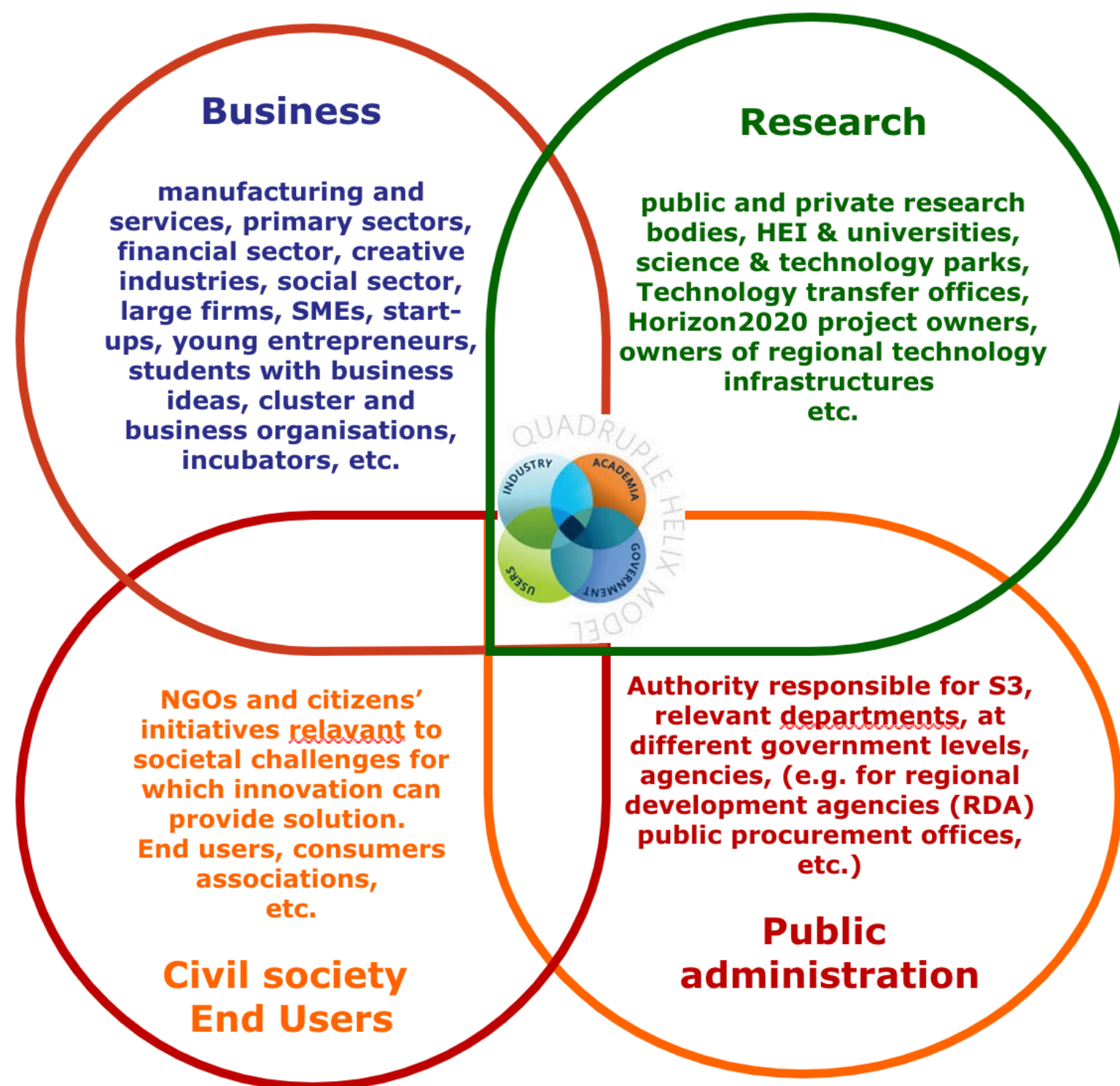


Interregional Partnership
**Virtual and Smart
Cultural Tourism**

The Partnership encompasses a holistic set of actions to:

- Leverage Digital Innovation for Heritage & Tourism Transformation
- Ensure Openness, Collaboration & Cross-Fertilisation
- Strengthen Regional Innovation Ecosystems
- Create Synergies Across Multi-Level Governance & Stakeholders
- Mobilise Funding & Investment Instruments

Long-Term Strategic Direction >> Towards a EuroCluster for Virtual & Smart Cultural Tourism



Quadruple Helix Innovation ecosystem



Innovation actors involved in

13

Investment project



Euroclusters



Interregional Partnership
Virtual and Smart
Cultural Tourism

Cross-sectoral, interdisciplinary and trans-European strategic initiatives:

Objectives:

- Network improvement
- Innovation for strategic autonomy
- Digital & green and economy transformation
- Workforce training
- International market access
- **Outreach to SMEs**

Examples:

- FRIEND CCI
- Eurocluster Rural Tourism
- European Automotive Cluster Network
- Silicon Europe

Heritage Innovation Lab

marketplace.heritageinnovation.eu

All tools

All

93 Products

Audiovisual (AV)

4 Products

Citizen Science

4 Products

Ethical AI

11 Products

For Intangible Cultural
Heritage

33 Products

For Natural Heritage

9 Products

For Tangible Cultural
Heritage

48 Products

Highlights

19 Products

Social XR

2 Products

Tutorials

46 Products

Virtual Audioguide

1 Product



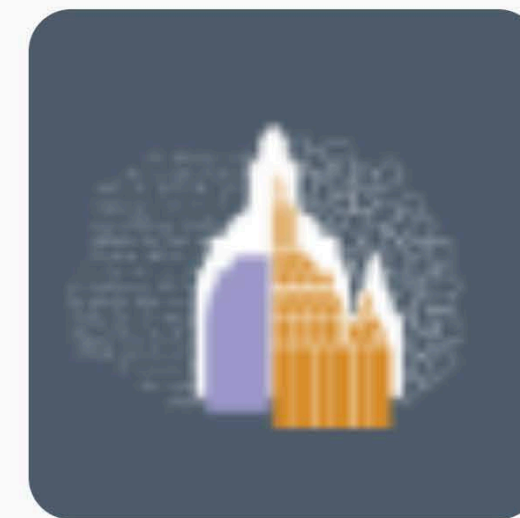
**3D-Rekonstruktionen:
Quellenrecherche bis Ausgabe mit
Cinema 4D [DE]**



**3DHeritage – Safeguarding cultural
heritage with your smart phone**



**4D Browser – Web-based spatial
access to media**



4D Browser User guide

3DBigDataspace

3dbigdataspace.eu

A Pan-European Partnership

Representing the full cultural 3D data value chain.

The 3DBigDataSpace consortium represents the full cultural 3D data value chain—from data acquisition and enrichment to public dissemination and re-use:

- ✓ **Coordinator:** [Time Machine Organisation \(AT\)](#)
- ✓ **Research Institutions:** [Friedrich-Schiller-Universität Jena \(DE\)](#), [Fondazione Bruno Kessler \(IT\)](#), [Universidad de Vigo \(ES\)](#), [PSNC – Polish Academy of Sciences \(PL\)](#)
- ✓ **Cultural Institutions & Networks:** [Hunt Museum \(IE\)](#), [European Historic Houses \(BE\)](#), [Conferencia de Rectores del Suroeste Europeo \(ES\)](#)
- ✓ **Europeana Aggregators & Foundations:** [Stichting Europeana \(NL\)](#), [CARARE \(IE\)](#)
- ✓ **SMEs & Technology Providers:** [IN2 Digital Innovations \(DE\)](#), [Inception S.r.l. \(IT\)](#), [room AG \(DE\)](#)

Open Now!

Outreach Synergy Call

Deadline 15 Dec 2025



Co-funded by
the European Union

Nucleus Jena



Preserve Regional Cultural Heritage

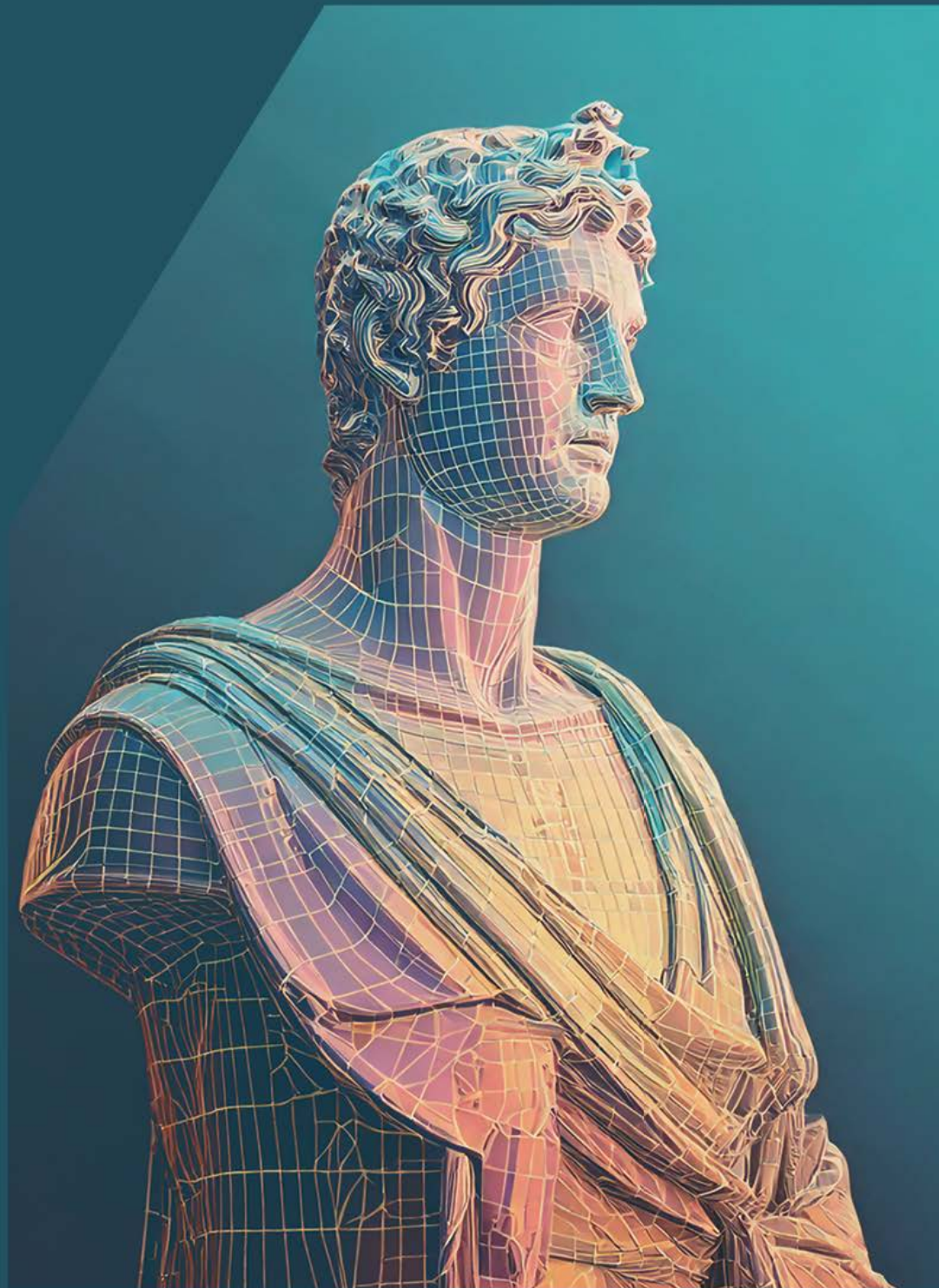
a forward-looking sub-project that develops and **tests digital and organisational tools** to empower regional GLAM institutions (galleries, libraries, archives, museums), digital providers and other stakeholders to take an active role in innovation ecosystems and knowledge transfer.

Project objectives:

- Expand regional innovation networks and reinforce European cooperation
- Strengthen capacity for cross-regional collaboration
- Improve access to EU funding supporting digital transformation
- Enable the use of cutting-edge technologies to turn cultural heritage into a driver of sustainable economic growth

Result

Nucleus research (2023) identified strong potential for **cross-regional cooperation and new business models** enabled by the Metaverse — directly leading to the MetaHeritage I3 (Interregional Innovation Investments) Capacity-Building project.



The MetaHeritage project emerged from the cooperation within the Interregional S3 Partnership for Virtual and Smart Cultural Tourism, involving :

- **Thuringia** (Digital Humanities, University of Jena),
- **Saxony** (Technische Universität Dresden),
- **Vienna** (Time Machine Organisation) and
- **Galicia** (CRUSOE),

with a mission **to assist less developed regions** :

- **Northern Portugal** (Universidade de Trás-os-Montes e Alto Douro) and
- **the Azores** (School of Business and Economics, University of the Azores)

in addressing specific innovation challenges.

More developed regions

- **Brussels** (European Historic Houses) and
 - **Emilia-Romagna** (Clust-ER Turismo & Clust-ER Innovate)
- are also involved to share expertise and ensure knowledge transfer.

Our goals:

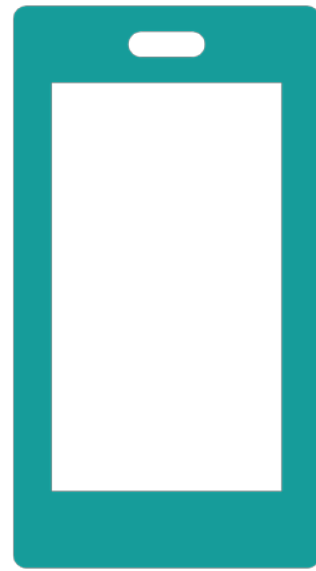
- Strengthen regional innovation ecosystems
- Build capacity for cross-sector & cross-regional collaboration
- Test two innovative approaches: Heritage Routes & the Metaverse, identified as promising through the previous Nucleus Jena Project.

Boosting innovation capacity bridging the gap between

supply side

&

demand side



Digital providers



GLAM, long-lasting companies, DMOs

MetaHeritage : Survey, Map, Network

Is a **map** (to be published soon) based on the MetaHeritage **Survey** : <https://metaheritage.eu/eu-survey/>

The main aim is to **gain an overview of the density of heritage institutions and digital technology providers** in Europe, with a focus on specific target regions such as Northern Portugal and Saxony in Germany :
--> To **identify market gaps** with regards to products and services that help to digitalize cultural heritage.
--> To **facilitate new connections and partnerships** between the supply and demand sides in the cultural heritage sector to elevate it to a digital level.

Stakeholders, including SMEs, can:

- showcase their organization/company and its expertise online to a wider audience of private and public entities,
- learn more about best-practice examples,
- gain an overview of the current (supplier/provider) situation in their region and beyond,
- connect with other public and private entities,
- research potential partners for future EU calls on cultural heritage and digital innovation.

MetaHeritage Survey

Fields marked with an * are required

About your organisation

Name of the organisation *

Please enter the full name of your organisation, company, association, etc.

Name of the organisation - Abbreviation

DIGICHer – Heritage Monitor

Heritage Monitor (in progress) transforms vast datasets from European research initiatives into actionable intelligence. We let you identify experts, analyze funding patterns, collaboration networks, minority related research and (in development) research trends. This enables policy makers, researchers, and institutions to make data-driven decisions that shape the future of cultural heritage.

The Heritage Monitor can help SMEs to

- to write new interesting proposal for EU Calls in the field of Cultural Heritage and Digital Innovation
- to find potential partner organizations
- to learn from current funding patterns

<https://heritagemonitor.org/>

Five Analytical Scenarios

Each scenario is designed to address specific stakeholder needs through interactive visualizations and evidence-based insights



Funding Tracker

Analyze EU funding distribution patterns



Collaboration Networks (wip)

Visualize institutional partnerships and gaps



Coming Soon

Expert Discovery (coming soon)

Identify leading institutions by measurable impact



Coming Soon

Minority Research (coming soon)

Monitor minority heritage representation



Coming Soon

Topic Intelligence (coming soon)

Monitor trends and predict emerging research areas

4D Browser

Browsing and experiencing spatially oriented Points of Interests in Past and Present

Prototype : The 4D Browser is a **research tool** and the backend of the **4D City Android App** :

<https://4dbrowser.urbanhistory4d.org/>

<https://4dcity.org/intro>

The 4D Browser aggregates the following **types of data**:

- POIs (museums, theatres, castles, tech companies, restaurants etc.)
- 3D models of historical buildings
- Historic photographs of cultural heritage, especially architecture

From **places** such as:

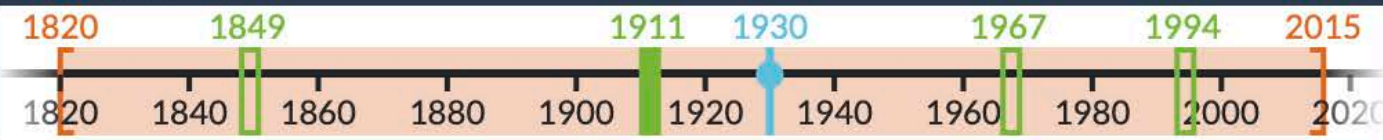
- Trento (Italy)
- Budapest (Hungary)
- Dresden (Germany)
- Amsterdam (Netherlands)



SEARCH METADATA

Start typing...

TIME SLIDER



VISUALIZATIONS

No visualization
active

NAVIGATION



Images (3637)

Texts (18)

Sort by

Date



20



Druck

Hüttel - after 1812



Druck

unknown - around 1820



Das Residenzschloss in
Dresden, Blick nach
Nordwesten in die Schlossgas
Sprinck, Christian Friedrich - 18



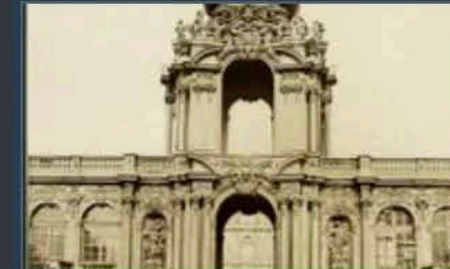
Detailansicht vom Zwinger in
Dresden, Lithographie, um 1835
unknown - around 1835



Ansicht vom Zwinger Innenhof
in Dresden, gouachierte
Lithographie, um 1840
unknown - around 1840



Dresden. Hoftheater
Jauernig, Ingrid - 1838/1841



Dresden-Altstadt. Zwinger
(1709-1728; M. D. Pöppelmann,
B. Permoser). Kronentor
Krone, Hermann - 1850/1870



Zwinger
Krone, Hermann - 1855/1859



Zwinger
Krone, Hermann - 1855/1859



<< < 1 2 3 4 5 > >>

4D Browser

Browsing and experiencing spatially oriented Points of Interests in Past and Present

The **sources** are:

- Institutional, from data partners
- Private, through open calls
- Repositories, from public databases (from Galicia, Emilia-Romagna, Thuringia, Saxony, Northern Portugal etc.)

The 4D Browser aims to:

- > Provide material for historical research
- > Provide a research tool that complements the MetaHeritage Map by offering more data on current points of interest (POIs), including cultural institutions and SMEs active in the cultural and heritage sector within a given region or country
- > Stimulate public interest in a region's past and present cultural value through the app

The 4D Browser is intended for:

Public and private entities



Interregional Partnership
**Virtual and Smart
Cultural Tourism**

Contact:

sander.muenster@uni-jena.de

manuela.graf@uni-jena.de

elodie.sacher@uni-jena.de



Competence Center on Creative and Cultural Economy of the German Government

*Frauke Dornberg,
Research on Cultural and Creative
Industries, Prognos AG*



Funded by
the European Union



Initiative
Kultur- & Kreativwirtschaft
der Bundesregierung



KREATIVBUND
BUNDESZENTRUM KULTUR-
UND KREATIVWIRTSCHAFT

KreativBund

German Federal Centre for Cultural and Creative Industries

WHAT DO WE DO?



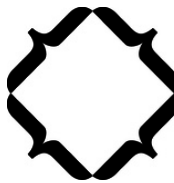
BENEFITS?



SUPPORT & FUNDING?



AND FOR YOU?



KREATIVBUND
BUNDESZENTRUM KULTUR-
UND KREATIVWIRTSCHAFT



QUESTIONS? COMMENTS?

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Consultant

Culture & Creative Industries

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www.prognos.com



**Enabling progress.
With evidence.**



Closing words

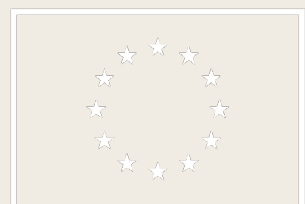
*Antonio Novo,
President,
European Clusters Alliance*



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Thank you

www.metaheritage.eu



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