

Output factsheet: Tools

Version 1

Project index number and acronym	CE1324-CerDee
Lead partner	Porzellanikon - Staatliches Museum für Porzellan in Hohenberg a. d. Eger / Selb
Output number and title	O.T4.3- Portal Ceramics in Europe - Virtual City as a global display platform of European ceramics.
Responsible partner (PP name and number)	Technische Universität Ilmenau
Project website	https://www.interreg-central.eu/Content.Node/CerDee.html
Delivery date	30.04.2022

Summary description of the key features of the tool (developed and/or implemented)

The platform as a tool is developed with 7 individual interactive sections. To visualise the deliverable D 1.1.3(IT-based visualization Platform) the ceramist's database of stakeholders with an interactive map is developed into the platform. This tool will provide all relevant information about stakeholders in participating regions across Central Europe. D.T1.4.1-Deliverable title Display concept for the extension of the mapping visualisation platform acted as the research part before the implementation. The section stakeholder's report shows all findings of primary surveys and analysis conducted through deliverable D. T1.2.3 Deliverable title: Status quo report of ceramic creative industry & potentials & expectations, each participating region a status quo report based on D.T1.2.1. To display the results of D 2.2.2(YouTube clips selected lectures)the video gallery is used which also complies with the D.T2.4.2- Research on Youtube and production). The archiving of the A 2.4(Documentation of Skills, D.T2.4.1- Report on the aggregation of existing skills, is stored as a highlighted report on the platform homepage. The virtual gallery module comprises all activities under A 2.5(Merging a virtual library, D.T2.5.1-gallery section and the technical realization of the virtual display of archive A 4.2(library technical). In a separate module, a 10 unit self-learning course D 3.3.2(online course) is programmed with a focus on creative entrepreneurship. The online course modules are designed from all partners' insight and implemented in the platform by TU Ilmenau (WPC). Throughout the development of this platform, module-based documented updates A 4.3(D.T4.3.1 and monitoring progress D.T4.3.2-) were produced. This platform also includes the Movie Competition- Documentation of Movie competition A 4.5 in the video gallery. All in one this platform informs educates and inspires the creative ceramist for becoming the entrepreneur at their own pace.

NUTS region(s) where the tool has been developed and/or implemented (relevant NUTS level)

The Tool was developed by the Technische Universität Ilmenau, but the stakeholder database covers and the survey covered regions of all participating partners. The focus (in some cases there subjects from other regions as well) of the database and survey was in lower presented NUTS2 regions.

GERMANY (DE) -- Oberfranken (DE24), Thüringen (DEG0)

CZECH REPUBLIC (CZ) - Jihozápad (CZ03), Severozápad (CZ04)

SLOVENIA (SI) - Zahodna Slovenija (SI02)

POLAND (PL) - Dolnośląskie (PL51)

AUSTRIA (AT) - Niederösterreich (AT12)

ITALY (IT) - Emilia-Romagna (ITH5)

Expected impact and benefits of the tool for the concerned territories and target groups

The platform works as a hub for the creative ceramic stakeholders. A ceramist can learn from the self-learning online course, get inspired by the hundreds of ceramics objects, videos and documents and use the marketing tools to sketch out their business promotion. A museum can locate and collaborate with artists and small businesses from the ceramist database. It works as a collaboration of technics, methods and history from all different participant regions. The knowledge base will not only improve the understanding of the surrounding ceramic industry it will also motivate new ceramists to start their own businesses with the necessary tool. The SME of ceramic can expand their horizon in terms of adaptation and promotion within the program region and beyond by introducing the unique methods from the Marketing tools section.

Sustainability of the tool and its transferability to other territories and stakeholders

The development and maintenance of the platform were the responsibility of Technische Universität of Ilmenau. Since the start of this deliverable Porzellanikon and TU Ilmenau worked closely on every technical aspect. The server and the data storage were decided to be in the Porzellanikon IT facility, and the coordination and programming of the site have been done by TU Ilmenau. After the project closure, the admin authority will be handed over to Porzellanikon. Porzellanikon will take care of the management and maintenance of the platform for a minimum next 3 years. TU Ilmenau prepared all maintenance documents to provide Porzellanikon for the purpose of handover.

Lessons learned from the development/implementation process of the tool and added value of transnational cooperation

Numerous challenges ensued during the implementation of the platform content. The key issues are presented below

1. The project application had an abstract and high-level explanation of what is a digital platform; defining what a digital platform means for the project output that is relevant for the total of the project was time-consuming.
2. The e-learning course and ceramist's database had to include data privacy clauses for the users. Unawareness of this in the initial stage of the project, both modules were developed without any data protection clause.
3. The virtual gallery user form idea was a successful endeavour, however, many troubleshoots and modifications were made as partners started uploading the contents.
4. The marketing tools section was assumed to be under the e-commerce module initiated. As the e-commerce part of the platform was cancelled, the incorporation of marketing strategy into the platform had to be re-design.

References to relevant deliverables and web-links

If applicable, pictures or images are to be provided as annex

The main platform Link: <https://www.ceramicsineurope.eu/>

Virtual Gallery containing 500 ceramic objects: <https://www.ceramicsineurope.eu/virtual-gallery/>

Video gallery with hundreds of videos: <https://www.ceramicsineurope.eu/videogallery/>

Library section for 2000 pages of information documents on methods, technics etc:

<https://www.ceramicsineurope.eu/library-new/>

Ceramists Database with 1600 ceramic stakeholders: <https://www.ceramicsineurope.eu/ceramists-database/>

Stakeholder report for the ceramic industry: <https://www.ceramicsineurope.eu/stakeholder-reports/>

State of the art self-learning online course on entrepreneurship: <https://www.ceramicsineurope.eu/my-courses/entrepreneurship-education-for-ceramicists/>

Marketing tools for the creative ceramists: <https://www.ceramicsineurope.eu/marketing-tools/>

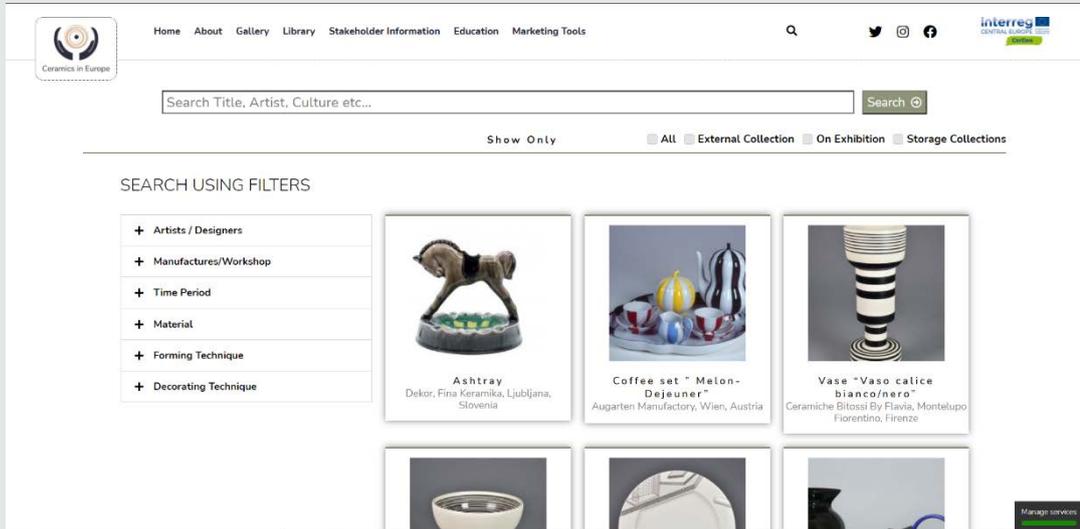


Image: 1 Virtual Gallery

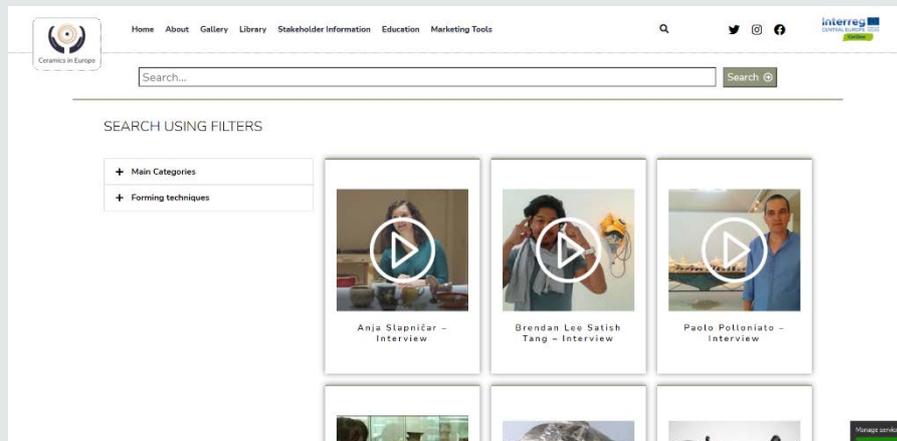


Image: 2 Video Gallery

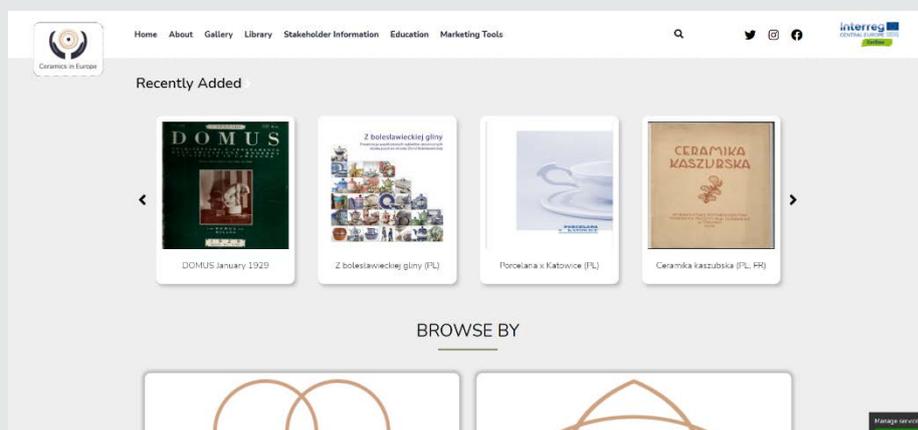


Image: 3 Library

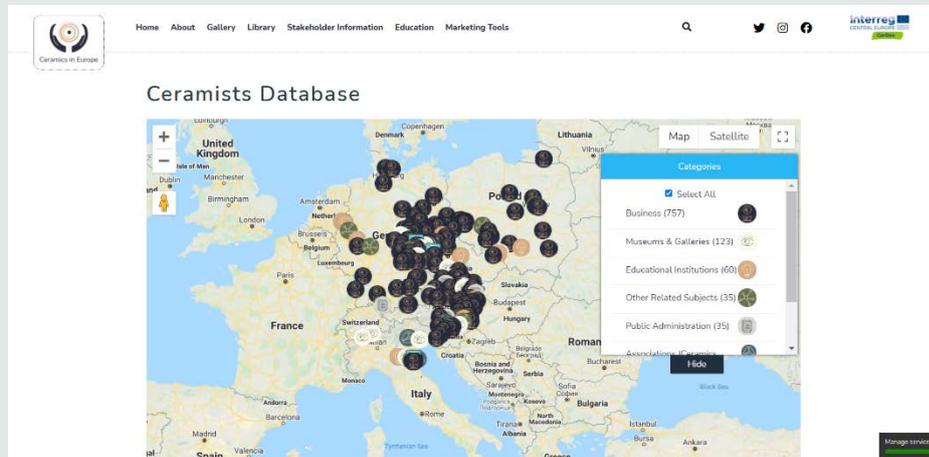


Image: 4 Ceramist Database

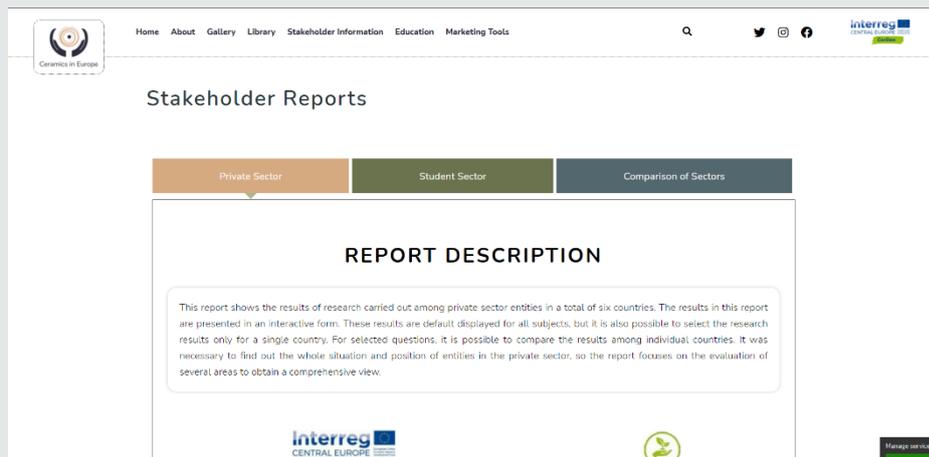


Image: 5 Stakeholders Report

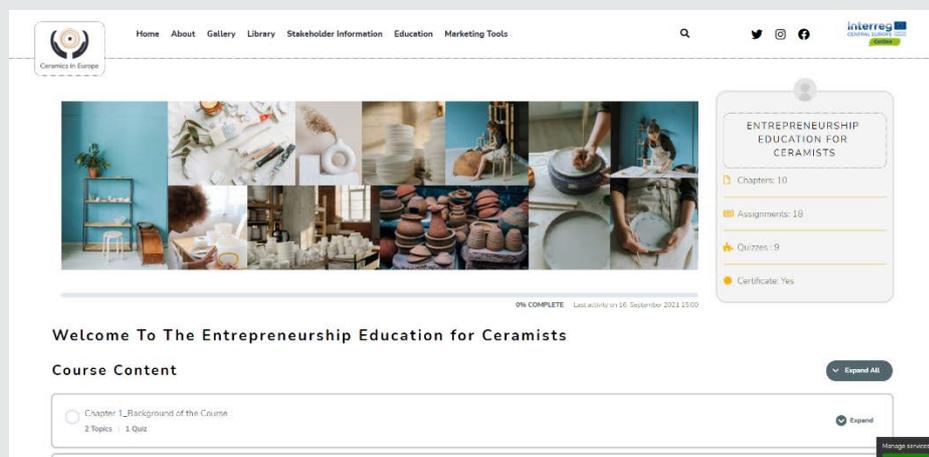


Image: 6 Online course



Image: 7 Marketing Tools