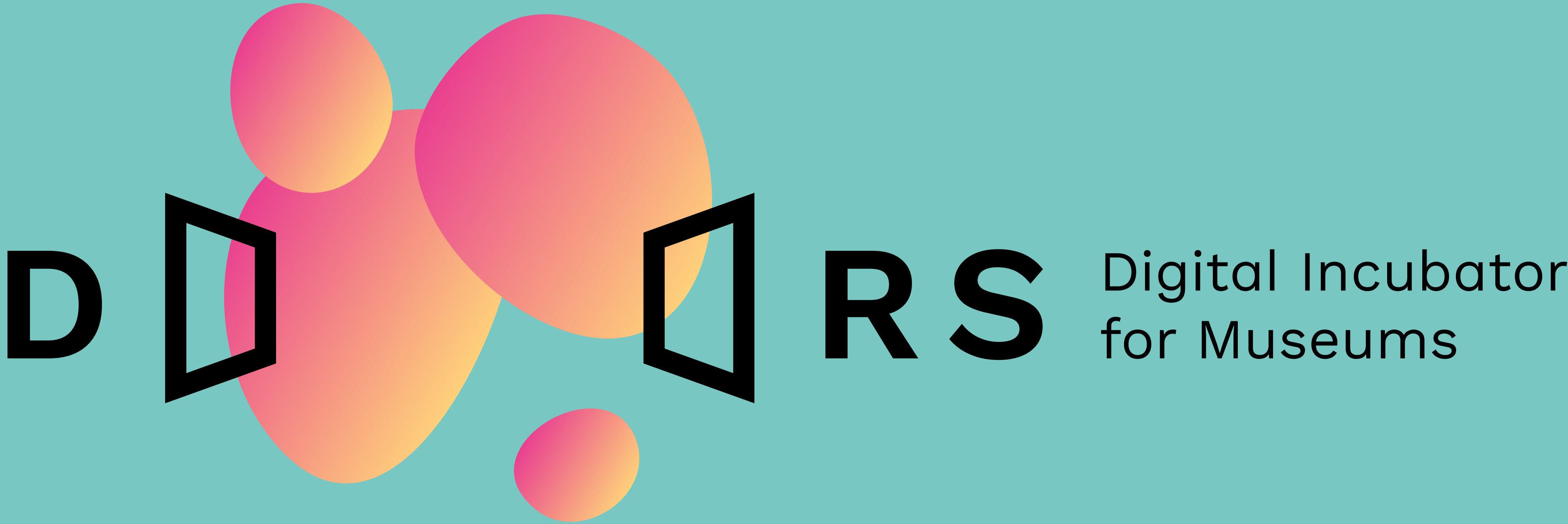ars.electronica.art/doors

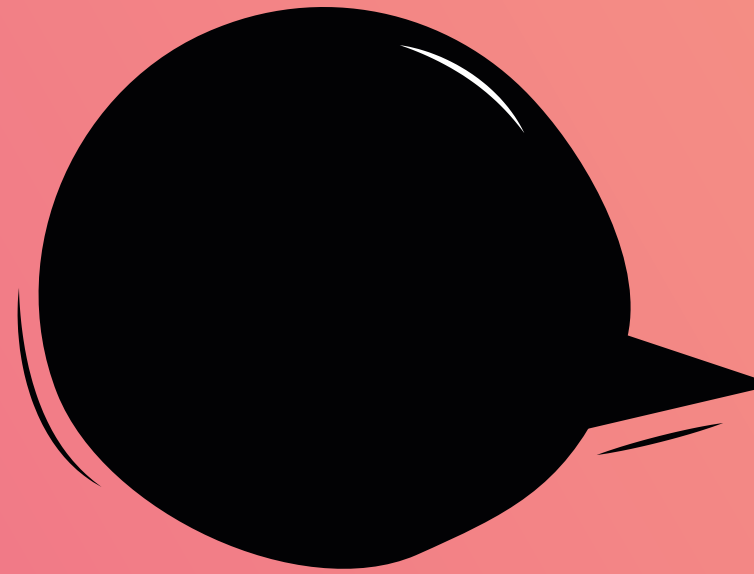D O O RS   Digital Incubator
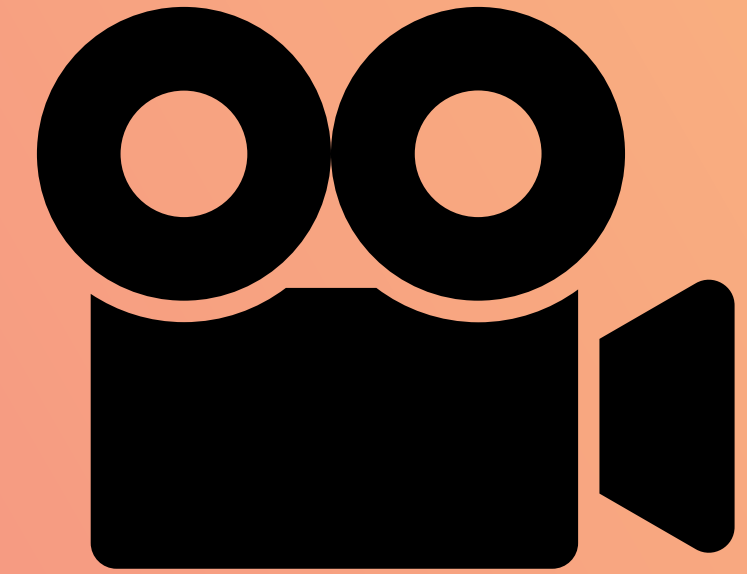   for Museums

Code of Conduct

Mute your microphone unless you are speaking.

There will be time for Q&As at the end of the session. Please type your questions in the chat box. For questions that are specific to your context/institution, please email us at doors@ars.electronica.art.

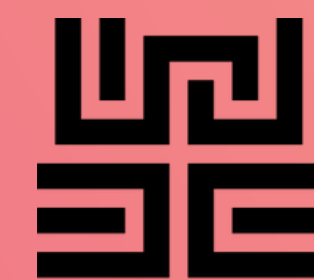This meeting is being recorded. Make sure your camera is off if you don't want to appear in the recording.

The Consortium

ecsite
EUROPEAN NETWORK
SCIENCE CENTRES & MUSEUMS

MUSEUM BOOSTER

ARS ELECTRONICA
Art, Technology & Society

About DOORS

Exploring digital possibilities in the museum sector

The overarching aim of DOORS is to become a European incubator for small and medium sized museums and support them in their digital transformation journeys.

- DOORS will run a two-stage pilot programme addressing one of the 4 concrete innovation areas targeted by the project. In the first stage, 40 museums will get access to knowledge and expertise to refine their initial proposal. Following a further selection process, 20 of them will have the opportunity to implement their digital pilots in the second stage of the incubation programme.

- The network of European museum and innovation stakeholders resulting from the project will be activated as a synergetic collaboration platform, a space for continuous lesson & experience exchange that publicly highlights European museums' digital excellence.

- The central question of the project is: How can museums develop digital strategies to adapt and reinvent themselves, to strengthen their performance, reach their audiences & develop new ones, and ensure financial recovery and sustainability?

Open Call
December '21-February '22

Selection
February '22 - March '22

Incubation
Stage 1
April '22 - June '22
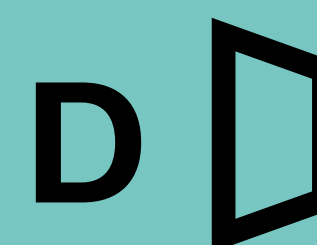
Call for Proposals
July '22 - August '22

Selection
September '22 - October '22

Incubation
Stage 2
November '22-
September '23

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101036071.

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ORBIT
Advisory Board

Merete Sanderhoff
Photo Credit: Inger Marie Mulvad

Andrea Bandelli

Julia Pagel
Photo Credit: NEMO

Seb Chan
Photo Credit: Pete Tarasiuk

Anne Torreggiani
Photo Credit: The Audience Agency

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ORBIT

Jury Members

Vanessa Mignan

Thierry Baujard

Jurij Krpan

Loic Tallon (tbc)

Marie Hobson

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Open Call

Calling for digital pilot proposals for a two-stage incubation programme.

Eligibility Criteria

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Types of institutions

Covering types of cultural institutions, size and other eligibility criteria.

Innovation areas

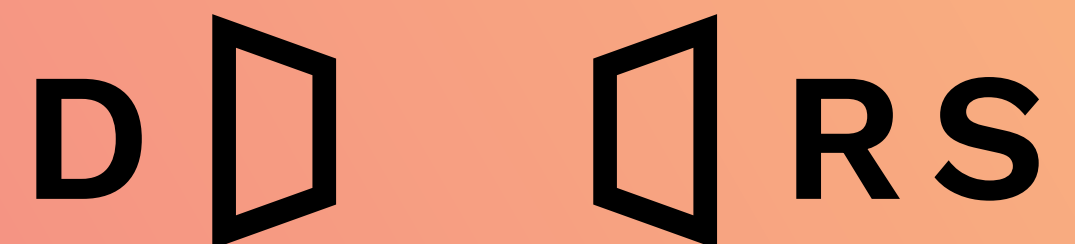In-depth explanation of the innovation areas.

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Application Process

Covering all steps of the application process.

Selection & Evaluation

Covering the selection criteria and the and evaluation process.

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Types of institutions

Types of cultural institutions

　　Full list published in the webpage section "Who is the funding for"
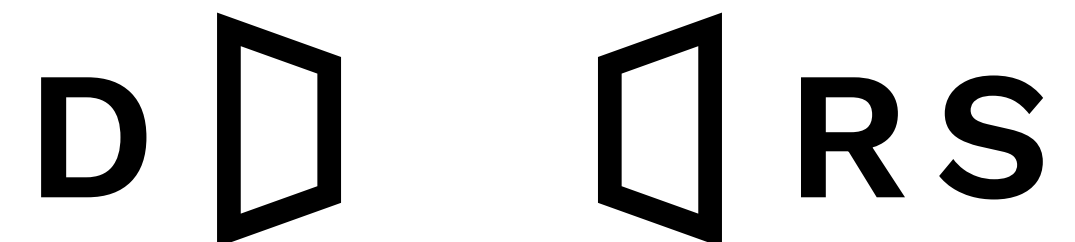
Small and medium-size museums

- Counting less than 200 000 visitors in 2019 (In-person audience – in situ activity and off-site -, or online audience for purely online/ virtual museums)
- A yearly turnover or balance sheet total of less than €2 M for core museum operation

Countries

- EU Member states (including the UK & other overseas departments and outermost regions)
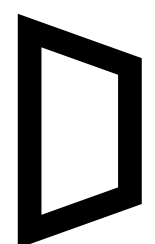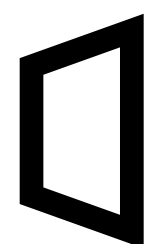- H2020 associated countries

Pilot

A pilot is a project related to museums' digitalisation, conceived by institutions individually or in tandem and in collaboration with the tech and/or creative sector. A pilot can be a completely new project or a phase in a longer-term transformation that reaches tangible results within the fixed period of the incubation stage (9 months). To carry out the activities needed for the implementation of the pilot, museums can receive financial support of up to €27.000.

- eg. collections and asset management, content production and preservation, access control and mediation, marketing and sales, communication, administration and governance, human resources, technical and IT infrastructure
- for online services, for onsite services and services that bridge online and onsite worlds.
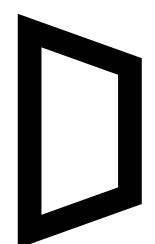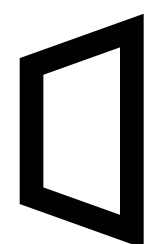
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Innovation areas

- Innovating audience analysis and engagement

- New content distribution and revenue models

- Strategies for integrating infrastructures

- Experimental ICT programmes

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Participation

Requirements Stage I

- Sign the pilot agreement.
- Participate in all the incubation programme activities.
- Dedicate a project coordinator. Additional representatives can be nominated for most of the activities.
- Produce a diagnostics report based on the diagnostics framework provided by the DOORS' team at the beginning of the incubation programme.
- Use the project's online workspace.
- Agree with the Open access publication policy of DOORS project.
- Submit a final evaluation report.

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Incubation Stage 1: Diagnostics Tool

The diagnostics tool is an individual self-assessment and aims to help museums define:

- which value propositions and service results are being pursued
- what kind of data or information other stakeholders are expecting or contributing
- what type of platform or technology is needed and creates which interfaces
- which partnerships, resources (skills, team members, budgets), milestones, timelines, metrics are necessary & when
- which organisational model is to govern the process
- which internal strength/weaknesses and external chances/risks they need to expect and mitigate/exploit
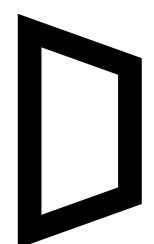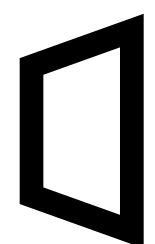
Participation

Requirements Stage II

- Pilot delivery (including presentation of results in June 2023).
- Monthly "Open Hour Sessions" to enable a frequent exchange between partners and the discussion of collective questions.
- Peer-to-peer Scheme.
- 6 inspiration sessions on external best practices examples.
- 3 workshops over the course of the incubation period on topics related to the Innovation Areas.
- 3 Progress sharing sessions where projects of each Innovation area will present their progress and receive feedback.
- 4 Individual mentoring sessions.
- Sustainability workshops as part of the second public conference taking place during the Ecsite Conference to present all pilots outcomes to museum operators across Europe and enable a systemic pilot take-over from interested stakeholders.
- Reporting.
- Communication and dissemination plan.

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Application Steps

Step 1: Check eligibility criteria listed above or in the Guide for Applicants.

Step 2: Check the Declaration of Honour and the Orbit page (coming soon) to make sure you do not have any conflict of interest with jury member(s).

Step 3: Complete the diagnostic survey (coming soon).

Step 4: Prepare your pilot proposal (download template). The applicant will be required to submit a short version of the proposal (3 pages) describing the core idea and a summary of the foreseen impact of the digital pilot that will be integrated into the existing infrastructure. Please read carefully the "Selection criteria" section of this call to make sure you provide all necessary details in the description of your pilot idea and foreseen impact.

Step 5: Complete and submit your application form on the online platform. Once you have registered a profile on the online submission platform, the following information and documents will be required:

Administrative information (pilot and institution details to be filled out on the application platform)
A short version of the pilot proposal (3 pages, PDF)
Consent to DOORS' Privacy statement
Consent to Declaration of Honour
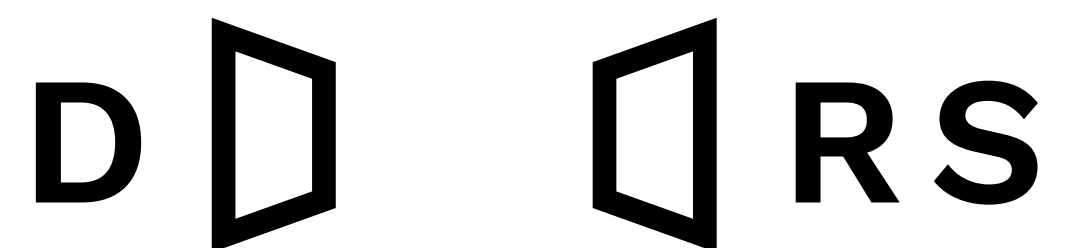
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Selection & Evaluation
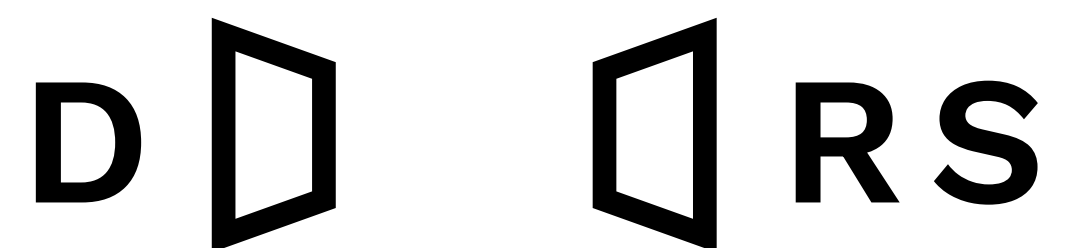
Selection Criteria

- Pilot Idea excellence

- Impact

- Implementation and organisational context

Evaluation Process

- Eligibility checks

- Pre-jury: individual review and selection

- Final group review

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Contact

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@arselectronica
@museumbooster
@ecsite_network

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