



ReInHerit

Redefining the future of cultural heritage, through a disruptive model of sustainability



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101004545

Project

Project Number	101004545
Project Acronym	ReInHerit
Project Title	Redefining the future of cultural heritage, through a disruptive model of sustainability
Starting Date	01/03/2021
Duration in Months	36
Funding Scheme	Coordination and Support Action
Call (part) Identifier	H2020-SC6-TRANSFORMATIONS-2020
Topic	TRANSFORMATIONS-19-2020 <i>Culture beyond borders – Facilitating innovation and research cooperation between European museums and heritage sites</i>
Website	www.reinherit.eu

Deliverable

Work Package	Digital Hub
Task	
Deliverable	D4.3 The E-shop (embedded in Digital
Dissemination Level	Public
Type of Deliverable	Report
Leader	Bank of Cyprus Cultural Foundation

Due Date	31.08.2022
Submission Date	30/09/2022
Keywords	E-shop

Version History

Version	Date	Author	Notes
V1.0		Monika Asimenou (BoCCF), Chiara Zuanni (UniGraz)	Review by: Nefeli Bantela (Cycladic), Paolo Montemurro (MateraHub), Sibylle Dienesch (Graz Museum)

Acronyms and abbreviations

European Commission	EC
Research Executive Agency	REA
Grant Agreement	GA
Consortium Agreement	CA
Description of Action	DoA
Project Coordinator	PC
Steering Committee	SC
Project Management Team	PMT
Work Package	WP
Cultural Heritage	CH

Disclaimer

This document reflects only the author's view and the Research Executive Agency is not responsible for any use that may be made of the information it contains.



UNIVERSITÀ
DEGLI STUDI
FIRENZE



CYENS
CENTRE OF EXCELLENCE



Bank of Cyprus
Cultural Foundation



Arte
Sostenibile



D4.3 The ReInHerit E-shop



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101004545



Contents

Executive Summary	7
1. Introduction	8
2. The State of the Art and identification of needs	9
3. ReInHerit E-shop process	11
4. Products' design	14
5. Architecture of the E-shop	24
6. Technical features	26
- How E-Shop is incorporated within the Digital Hub	
7. Communication, Dissemination and Exploitation strategy	27
8. ReInherit E-shop IPR issues	29
Annexes	
- How to start a successful online shop	30

Executive Summary

This report lays out the features of ReInHerit's e-shop and how it is incorporated within the Digital Hub. The purpose of this deliverable is to report the process and implementation of the ReInHerit e-shop. This process could also be used as a guide for small museums helping them and providing ideas on how to implement an e-shop.

Therefore, this report outlines the needs for creating an E-shop (derived from the primary and secondary research of WP2), the procedures for implementing it, its technical features and how this shop will be communicated, disseminated and exploited in order to reach the KPIs as decided in the GA. The annexes of this report comprise a guide on how to start a successful online shop.

1. Introduction

This report lays out the features of ReInHerit E-shop and how it will be incorporated within the Digital Hub. This E-shop will benefit all partner institutions and the CH sector in general as the aim is to create and test how a direct communication flow between audiences-communities and museums/heritage sites could be developed and how a collaboration among professionals in the sector could be effectively achieved.

The three partner museums of the ReInHerit consortium – the Cycladic Museum, the Graz Museum and the Bank of Cyprus Cultural Foundation have proposed a few of the artefacts from their collections to serve as the inspiration for the ReInHerit’s E-shop products. The aim is to create a sustainably managed E-shop where needed services for the CH are provided. With the consent of the consortium, printable digital items were created. This means that the users could download and print in 2D or 3D these digital items.

The ReInHerit E-shop and its process will therefore foster:

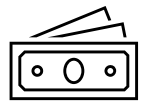
- a) collaboration among CH professionals,
- b) the communication between museums and their audiences,
- c) the creation of new cultural and artistic content. This will also reassert the sector’s relevance in contemporary European societies. Through this online shop the collections of the partners museums involved will be known to the public and will be accessible in different forms.

The ReInHerit E-shop will also contribute in scientific discussions and policy-making decisions on how to develop and sustain a bidirectional relationship between the CH sector and its audiences that will lead to a sustainable CH management.

This report could constitute a guide on how to develop an E-shop. It documents the development of the ReInHerit E-shop including the ‘how to’ process. This could enable other small and mid-sized museums to understand and develop their own E-shop responding, thus, to social imperatives combined with financial pressure such as growth of companies and raise of entrepreneurial initiatives.

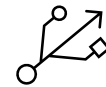
2. The State of the Art and identification of needs

The extensive secondary (desk research-literature review) and primary research (focus groups with heritage professionals and questionnaires targeted to professionals and visitors) conducted by the ReInHerit project in WP2 produced a rich database on heritage management in the context of Industry 4.0. During the analysis of the results the consortium examined the various challenges and opportunities as trends of the sector that emerged from the focus groups and questionnaires conducted in WP2.



One of the challenges of the Cultural Heritage sector is finding revenue. CH organisations are increasingly pressured to generate income, whilst their budget is decreasing.

CH organisations need to develop strategies in order to secure long-term financial stability. Creative e-shop products contribute on levels such as new market opportunities increasing at the same time museums' revenue.



Digital communication is gaining prominence as social media provide cultural institutions with powerful platforms to connect instantly with their visitors and without the prerequisite of physical presence. Tourists visit museums remotely to enjoy the vast information services related to collections including e-shops. Cultural institutions are increasingly using online marketing for promoting their work and accommodating exhibitions online.

The need to invent new digital business models as a result of the trend towards the use of digital technologies in the cultural heritage sector is pointed out in the secondary research.

2. The State of the Art and identification of needs

Another interesting topic noted in the literature concerning museums, cultural institutions and sites' orientation towards business models is to include added services (e.g. e-shops; see D2.2) in parallel to their core services. The literature also highlights the need to shift digital storytelling techniques to more dynamic forms of digital creation for which visitors are willing to pay (narrative-driven content, bespoke curator tours, live events like virtual escape rooms, etc.). At the same time, they need to find methods to commercialise such content.



The survey for professionals focuses on the thematic area of digitization and the development or use of digital tools and formats. Although a small percentage of the responders marked that they have E-shops for their museums, the results of the survey for professionals indicate that a high percentage wants online services including E-shops. Furthermore, the results of the visitors questionnaires show that online services is what they look for in websites.



The need to make their own creations using digital museum collections is also pointed out as most of the respondents (58.88%) have responded positively.

This trend is most prominent in younger and medium age groups.



Furthermore, museums need to move away from souvenir-focused projects and create products that represent creative ways for audiences to engage with museum collections beyond their walls. Cultural heritage institutions and sites often opt to make their existence known and promote their products and services based on trademarks. In that sense trademarks are very useful for an institution to build its identity and brand its image, promote its purposes and goals, and sell goods.

Through the ReInHerit ecosystem cultural heritage organisations (small and medium size or those suffering from budget cuts), which are key players in the realization of cultural industries growth, will be provided with support to increase their capabilities and cooperation and help them deal with the increasing precariousness of the professional heritage sector. Furthermore, the implementation of the E-shop process by other small museums could potentially serve as a guide for small museums.

3. ReInHerit E-shop process

Taking into account the primary and secondary research, the consortium agreed to create *printable digital items* instead of tangible objects, responding thus to the need for museums to demonstrate environmental sustainability by making effective and balanced use of their resources through digital needs. This means that the users could download and print in 2D or 3D these digital items that will be available for free through the digital hub.

The E-shop presentation has been agreed upon with UniGraz (WP4 leader) and BOCCF (during meetings through M8-10). At the same time, the three partner-museums proposed some of their artefacts to serve as the inspiration for the E-shop products.

As the E-shop is a subcontract task, the BoCCF has appointed a marketing company (through a tender procedure according to the BoCCF policies), which was responsible for the study of collections, the design of the objects and market research.

The E-shop digital objects are:

- Greeting Cards
- Playing cards
- Keyring
- Memory Cards
- Puzzle
- Snake & ladder (game for children)
- Weekly planner
- Colouring books (for children)
- Activity books (for children)
- Sculpture-puzzle for 3D printers

Based on the GA, it was agreed to create 30 objects - 3 different designs for each object. The E-shop also contains instructions on how to create the objects or how to use them.



3. ReInHerit E-shop process

The design concept

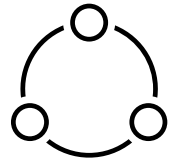
The idea was to create simple and affordable items that can constitute the core of a small museum shop. These are objects that can be found in all museums worldwide. Items such as puzzles, pencils, magnets, notebooks, pins, calendars, gift cards and much more.

These illustrations are created based on the three museum partners collections in a more modern and abstract way having as a base the Pop Art aesthetic. In some cases, it was decided to have a more preservative approach without editing the photographs. The colour palette was inspired by the ReInHerit's visual identity colour. The colourful objects depicting aspects of the museums' collections along with the use of each object generate creative storytellings and help us establish communication with the audiences. Users, especially young audiences, will be invited to read the instructions that will be given for each product, download and print them. They will then experiment with the products depending on their use or play with as most of them are games for young generations.

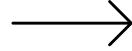


3. ReInHerit E-shop process

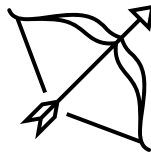
1. Collaboration



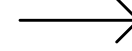
3 museums



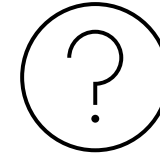
2. Purpose



Creation of the ReInherit E-shop

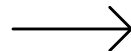


3. Guiding questions

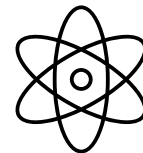


- How do we respond to the challenges and needs of the sector?
- What kind of audiences do we reach?

4. Design of the new product



5. Impact



- Collaboration among CH professionals
- Communication with audiences
- Creation of a new cultural product

4. Products' design

SAMPLE OF GREETING CARDS



BoCCF© collection



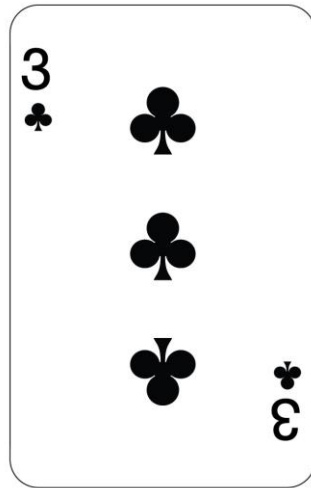
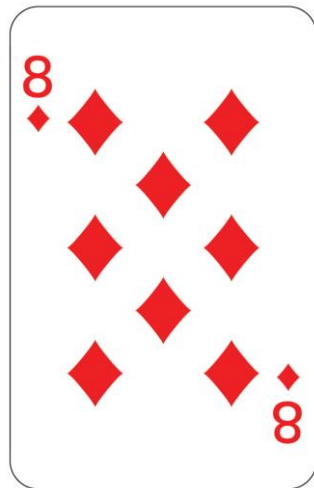
CYCLADIC museum© collection



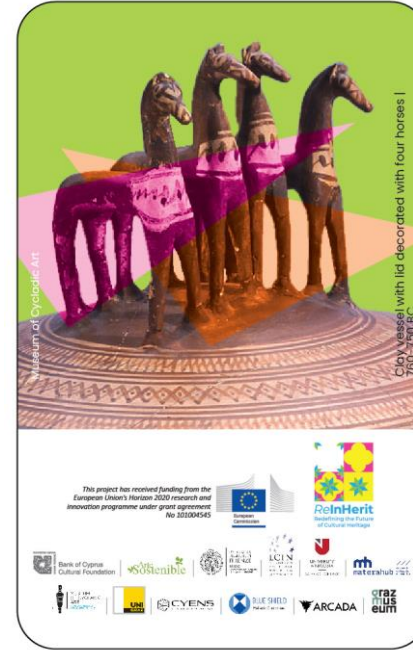
GrazMuseum© collection

4. Products' design

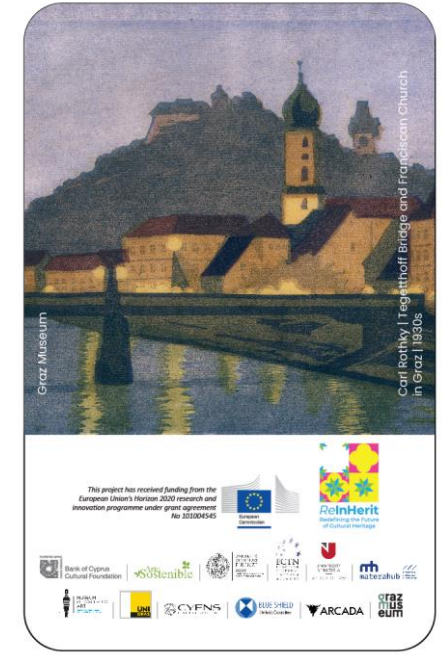
PLAYING CARDS



BoCCF© collection



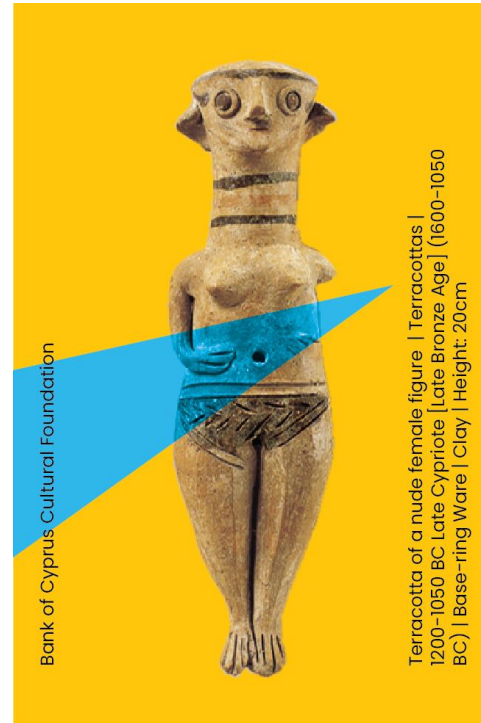
CYCLADIC museum© collection



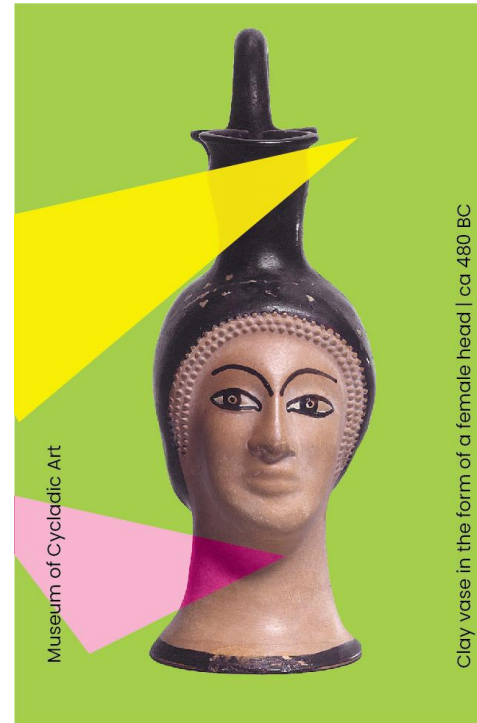
GrazMuseum© collection

4. Products' design

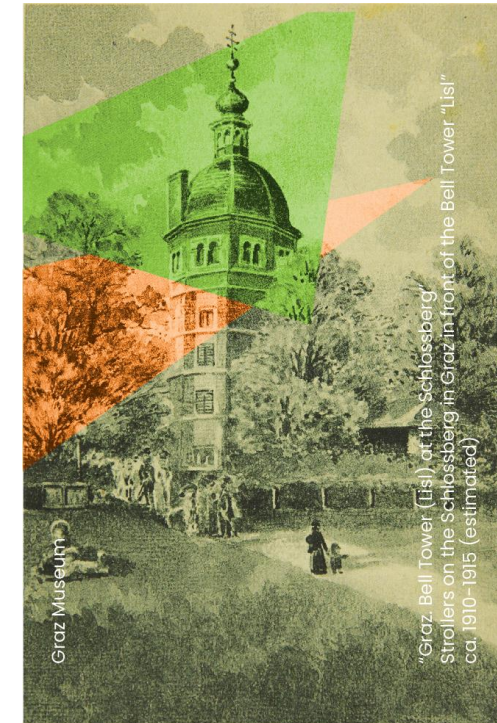
KEYRINGS



BoCCF© collection



CYCLADIC museum©
collection



GrazMuseum© collection

4. Products' design

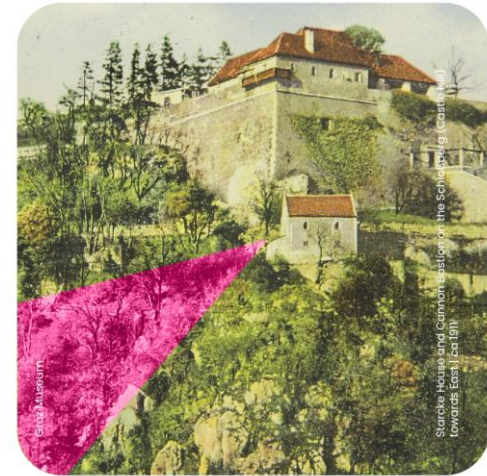
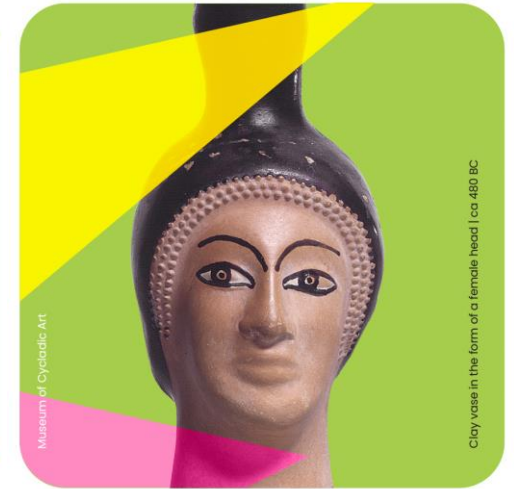
SAMPLE OF MEMORY CARDS



BoCCF© collection



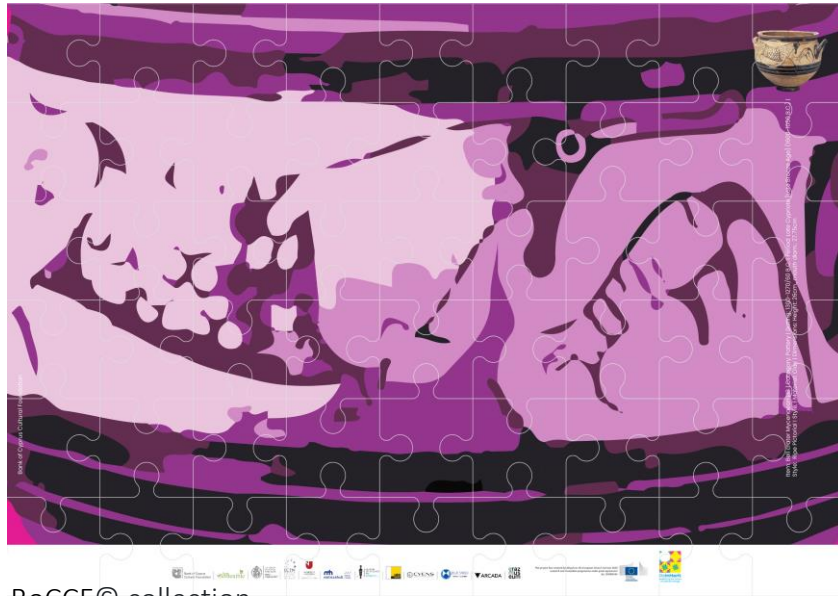
CYCLADIC© museum collection



GrazMuseum© collection

4. Products' design

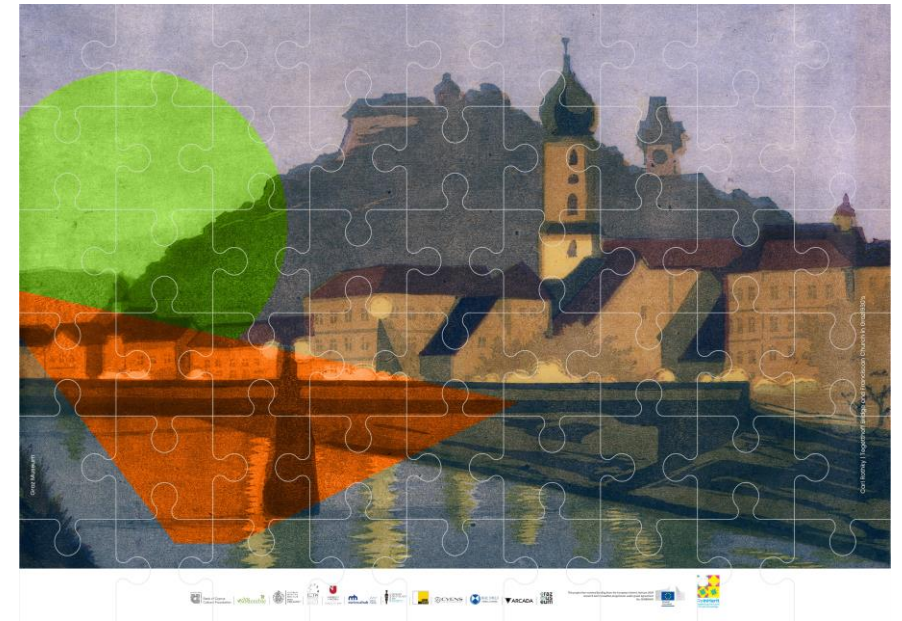
PUZZLE



BoCCF© collection



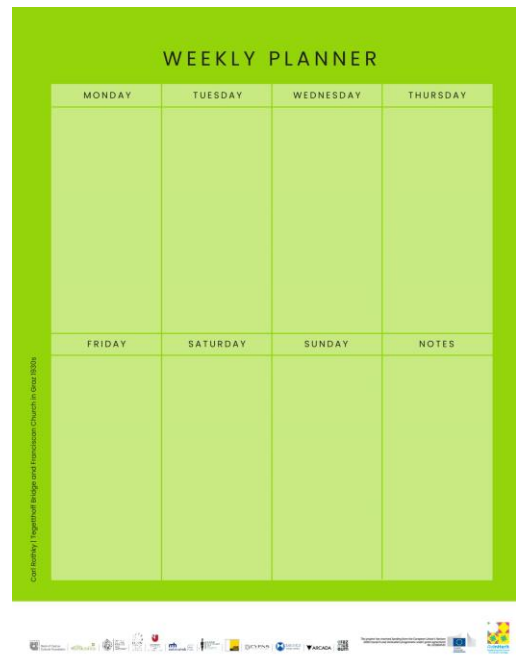
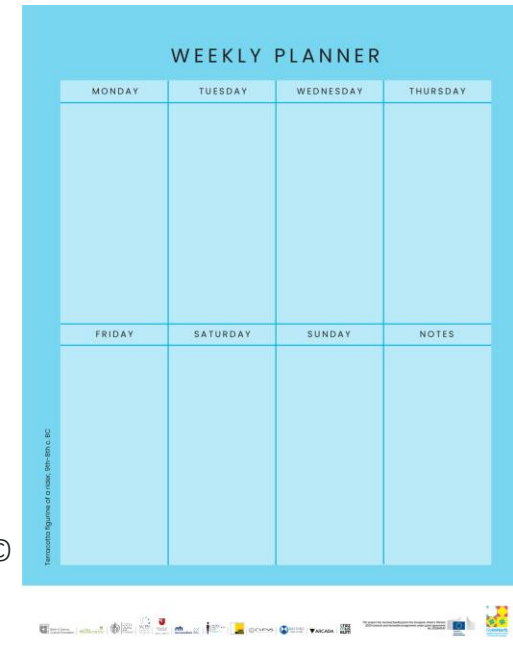
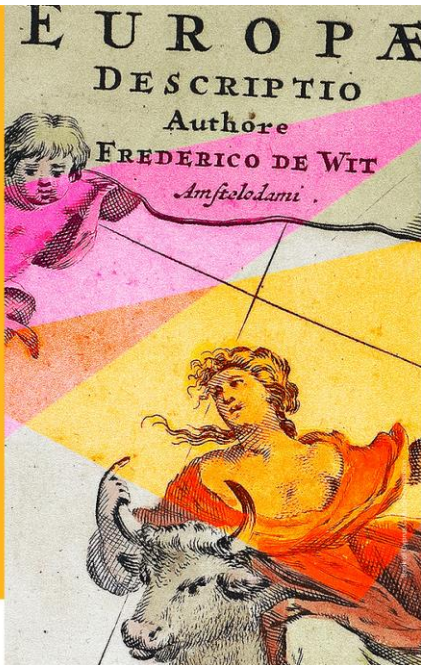
CYCLADIC museum©
collection



GrazMuseum© collection

4. Products' design

WEEKLY PLANNER



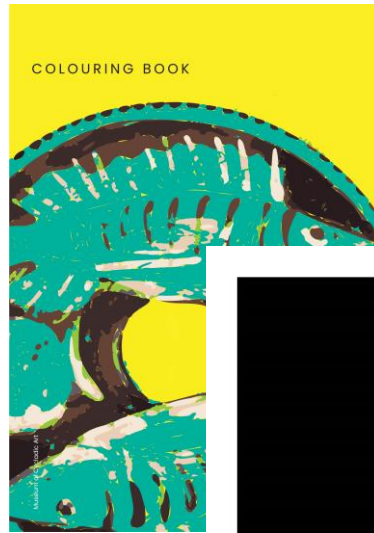
GrazMuseum© collection

4. Products' design

SAMPLE OF COLOURING BOOKS



BoCCF© collection



CYCLADIC©
museum
collection

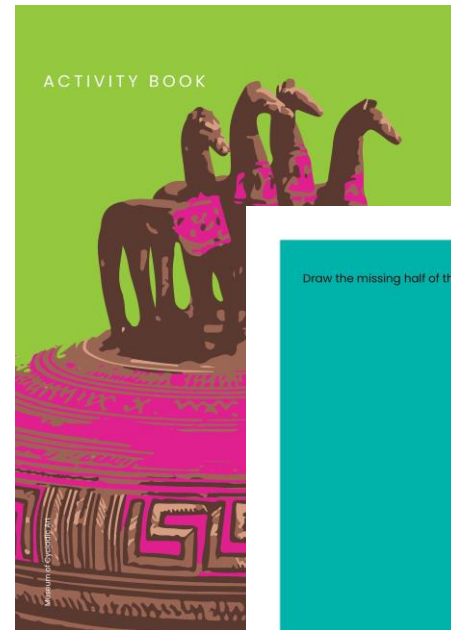
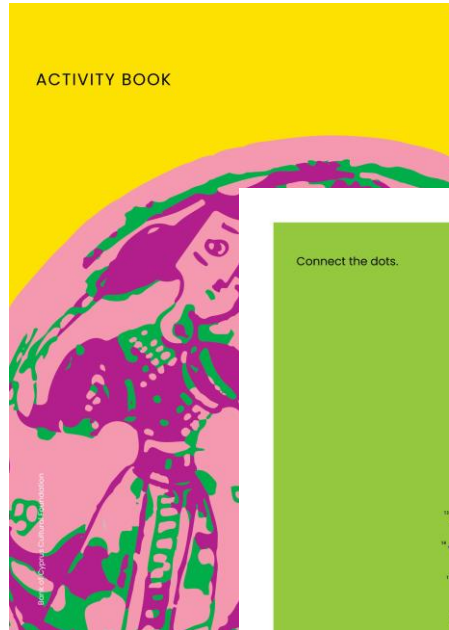


GrazMuseum©
collection



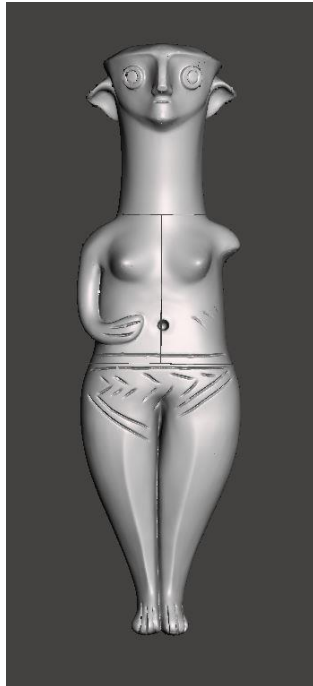
4. Products' design

SAMPLE OF ACTIVITY BOOKS

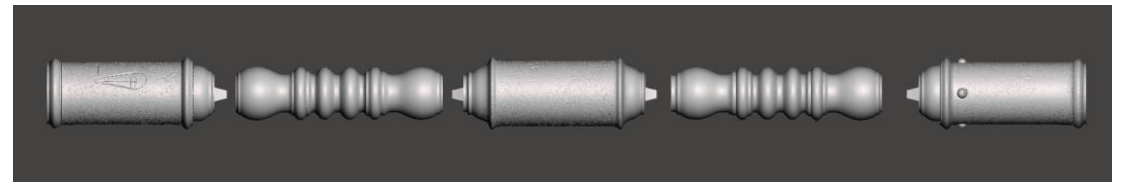
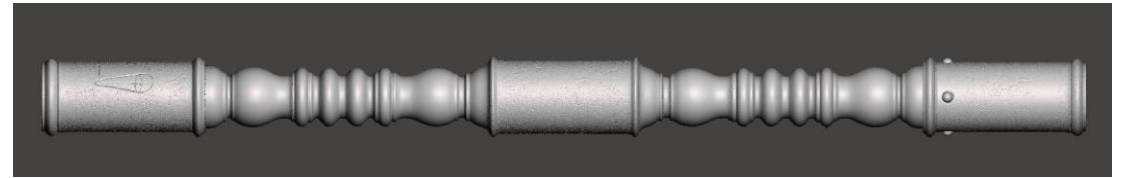
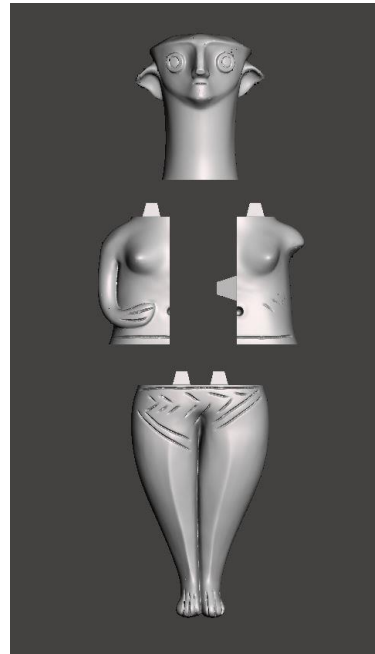


4. Products' design

EXAMPLE OF SCULPTURE-PUZZLE FOR 3D PRINTER



BoCCF© collection



GrazMuseum© collection

5. Architecture of the E-shop

MUSEUMS' COLLECTIONS

[BANK OF CYPRUS CULTURAL FOUNDATION](#)

[GRAZ MUSEUM](#)

[CYCLADIC MUSEUM](#)

PRODUCTS

[GREETING CARDS](#)

[PLAYING CARDS](#)

[KEYRING](#)

[MEMORY CARDS](#)

[PUZZLE](#)

[SNAKE & LADDER](#)

[WEEKLY PLANNER](#)

[COLOURING BOOKS](#)

[ACTIVITY BOOKS](#)

[SCULPTURE-PUZZLE FOR 3D PRINTERS](#)

HELP

[HOW TO FILTER OBJECTS](#)

[HOW TO GET PRODUCT](#)

[FOR MUSEUMS: HOW TO DEVELOP A SIMILAR E-SHOP](#)

TERMS & CONDITIONS

[CC-BY 2.0 AS PER IPR PLAN](#)



5. Architecture of the E-shop

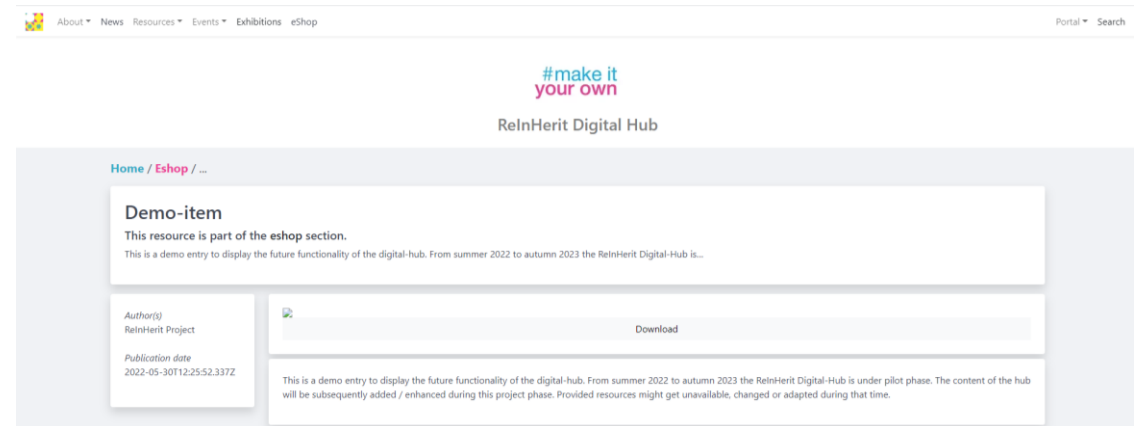
The E-Shop is a subpage of the ReInHerit Digital Hub, and it is accessible both from the “Visitors”-section of the Hub and from the main navigation bar.

The E-Shop has three levels:

- E-Shop landing page
- Filtered overviews (by museums and/or type of product)
- Individual products

The landing page presents the e-Shop and the range of products. These products are visible as thumbnails, organised in a grid, and can be filtered by museum (BoCCF, Graz Museum, Cycladic Museum) or type (puzzle, gift cards, memory cards, etc.). Within the same wireframe, the filter will show only the relevant objects.

Each individual product page, once opened, will present the product metadata on the left (consistent with the overall design of the ReInHerit Digital Hub), a button to download the product, with a bigger image of it and a short description (when available).



The E-Shop look & feel is consistent with the Digital Hub’s other sections, with which it shares the navigation bar and the header. The wireframe of the collections and the individual products is also consistent with the design of the resources, news, and events pages.

6. Technical features

The E-Shop is part of the Digital Hub architecture, and it represents one of its subsections (alongside with e.g. the tools and app components, the exhibitions, the video game, etc.).

It therefore shares the technical solutions of the Digital Hub: it is realised as a Gatsby webpage, programmed in React, and paired with an instance of the Netlify CMS (as documented in D4.2). It is hosted on Github and it exploits the service Uploadcare for the management of the products' files.

The three participant museums will be able to upload – with the help of the Digital Hub development team - the products via a dedicated section in the Netlify CMS, with customised metadata fields. These metadata fields, in turn, are exploited in the frontend for the custom filters, allowing users to search through the e-Shop.

The frontend has a design consistent with that of the other sections of the Digital Hub. It presents simple and user-friendly information about the products in a short text-based description and a “Download” button on each product's page.

Steps in producing the ReInHerit E-Shop:

1. Creating a separate section in the Digital Hub, both on the frontend and in the backend (i.e. in the website Content Management System, in ReInHerit's case “Netlify CMS”).
2. Deciding on the categorisation of the products (type of products) and choosing to let users select them by type and by museum.
3. Creating an account for the E-Shop providers (the three museums in ReInHerit) and supporting them in uploading the digital objects.
4. Deploying the E-Shop webpages to the Hub.

7. Communication, Dissemination and Exploitation strategy

The purpose of this strategy is to suggest ways for effective communication, dissemination and exploitation activities for the ReInHerit E-shop and specify what will be presented, to whom, how and with what means. The E-shop which will be embedded in the Digital Hub, constitute an important exploitation tool and activity.

IMPACT of the E-shop

1. Facilitate collaboration among museums
2. Expand the project's target audience
3. Engage with CH professionals
4. Increase project awareness and due visibility
5. Show the success of European collaboration
6. Increase project support and participation in the Digital Hub

TARGET GROUPS

It will be promoted through communication tools to the general public including digital visitors, the media with an emphasis to young audiences. Some of the objects of the E-shop are designed especially for children contributing thus in the engagement of ages between 5-12 years old.

7. Communication, Dissemination and Exploitation strategy

HOW the E-shop will be communicated



1. Using the right media channels and communication tools
2. Conveying clear messages through the communication and exploitation tools
3. Creating roadmaps/prototypes
4. Sharing knowledge/data

HOW the E-shop will be further exploited



1. Using the E-shop for further exploitation activities such as webinars and podcasts

With what means



1. Through ReInHerit website
2. Through ReInHerit Digital Hub
3. Through ReInHerit social media
4. Through lectures, media articles, conferences

KPIs of the E-shop



1. More than 200 people express interest to buy items from the E-shop

8. ReInHerit E-shop IPR issues

The E-shop will be communicated, disseminated and exploited according to the provisions of the Data Management Plan and the IPR Management Plan of the project. (ref doc of the GA.: D1.8 and D1.4).

The museums partners consider the data processing throughout the E-shop process. The data processing includes:

1. Data (photos, videos, texts) generated and used by the 3 museum partners
2. Data (photos, videos, texts) provided by the public through crowdsourcing
3. Final product produced: the E-shop

The final product, that is the E-shop, is owned by the three museums. All museums material (texts, images and videos) is owned by each museum. The E-shop objects uploaded in the Hub will have a license, in line with the IPR Management Plan of ReInHerit. For more information regarding the E-shop IPR form, see D7.5

HOW TO START A SUCCESSFUL ONLINE SHOP



TASK

Establishment of the E-shop as a destination to purchase personal and corporate gifts based on:

- Multiple and multi-layered options in value and type
- Aesthetic "marriage" of the cultural element with merchandise for an attractive result



ReInHerit's E-shop AIM



For the partner museums

- The E-shop to be an option for creating DIY products through which the museums' collections will be promoted

For the users

- To include the E-shop in her/his preferences as it will be offering easy DIY solutions for adults and for children



To achieve this:

1. Need for creation of a NEW DNA

2. New values - New Purchasing Experience - New communication

3. Through:

- BRANDING
- WEBSITE
- MERCHANDISE
- PROMOTION



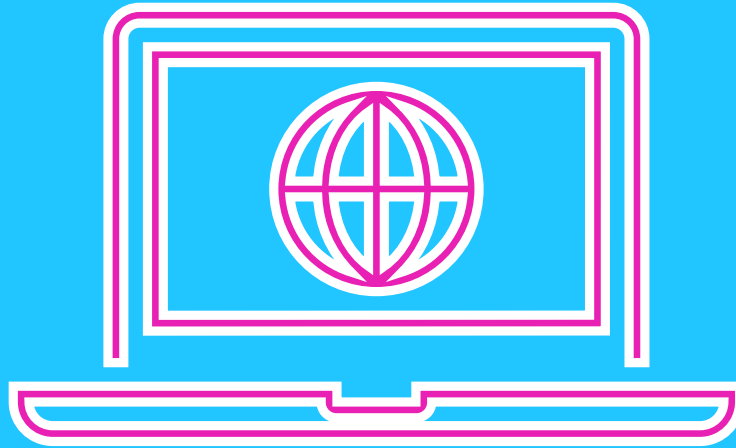
BRANDING

- To give a name to the e-shop
- To create a logo design in conjunction with the logo of the Museum
- To project the gifts with in pop-up stores that will work during the events with high traffic in museums
- Promotion of the objects through photos and videos
- Change the wrapping of the products



WEBSITE

The website should be a source of inspiration!



MERCHANDISE

- Promotion of the museum's collections
- Price range
- Call for interest with 'Limited edition' collaborations
- Quality & imagination in the craftsmanship
- Flexibility in shipping
- Continuous upgrade of the range
- Qualitative research on the species aiming at the right choice

PROMOTION



Communication objectives:

- Create awareness for the E-shop
- Connecting the store and the products with different concepts
- Attracting visitors to the website and selling items