

The word "Digit" is rendered in a stylized, rounded font. The letters "D", "i", "t", and the second "i" are a light blue color, while the "g" is a vibrant orange. The logo is positioned above a perspective grid of glowing blue lines that recedes into the distance. The background is a dark blue gradient with soft, out-of-focus light spots.

Digit

Educational Tv Programme

# WHAT IS DIGIT

**DIGIT** is an **Educational TV Programme**, an innovative format of CONFORM S.c.a.r.l. designed and created to combine information and training, placing the user at the centre of the user experience.

In line with the most recent logics of entertainment and learning personalization, DIGIT adopts and integrates **streaming** and **interactivity** models as distinctive elements, which allow users to choose if and when to access the different types of content provided and how to modulate their learning paths according to their needs.

The episodes of the programme alternate **sessions in the studio**, in which the presenter introduces the different topics with simple and captivating language, with **interviews** with teachers and experts and short **video clips**, taken from the "**ALICE**" series, produced and distributed by CONFORM S.c.a.r.l., which act as a bridge between the "informative" session and the actual formative one.

The clips, in fact, contextualize and explain key concepts for learning, which, through the use of "**Key Words**" spoken by the actors on stage and interactive elements that appear on the screen, allow viewers to access the **video training pills** and/or the **learning objects** correlated to each topic, at the end of which it is also possible to consult other **in-depth educational materials**, provided for users in the form of links to websites, operational tools, pdf/doc/excel files, videos, tutorials, etc..

# WHAT IS DIGIT

The "DIGIT" programme is divided into **four** thematic **episodes** that address the main aspects of some **distinctive skills of the digital humanist** and, in particular, those necessary to:

1

**design, elaborate and manage cultural heritage development plans**, to valorise it in an innovative way, through the use of new digital technologies

2

**collect, interpret and analyse information on the market and on the digital audience**, to create an offer of cultural content in line with the needs of the target audience, correctly using the main digital tools

3

**communicate the cultural offer** thanks to the governance of social media marketing tools, web writing, storytelling and mobile communication

4

**start and manage entrepreneurial projects in the cultural and creative sector.**

# Digit

## Educational TV Programme

<https://digit.conform.it/>

Using a graphic interface inspired by modern streaming platforms, the **website** dedicated to the programme offers a synthetic presentation of the topics covered in the individual episodes, the topics addressed by the various teachers or experts interviewed and the list of video training pills and learning objects that can be used interactively on the CONFORM S.c.a.r.l. "Erudire" e-learning platform, after the issue of access credentials.

# The DIGITAL HUMANIST Project



Università di Salerno



Conform S.c.a.r.l.



Chamber of Commerce  
and Industry Blagoevgrad



Institute for Postgraduate  
Studies Division at Unwe



Universidad de  
Alicante



Incubation For  
Growth



International Association of  
Cultural and Digital Tourism  
(IACuDiT)



Poznań University of  
Economics and Business



Wielkopolska Chamber of  
Commerce

The DIGIT programme was developed as part of the *Erasmus + KA2 Strategic Partnerships for Higher Education* "Digital Humanist" project, which involves 9 partners from 5 European countries (Italy, Spain, Greece, Bulgaria and Poland), expression of the academic system, of training and consultancy, business and cultural associations and business incubators.

# The DIGITAL HUMANIST Project

The "**Digital Humanist**" project aims to develop the students' set of interdisciplinary skills, useful for innovating the range of products and services for the promotion and use of cultural assets, thanks to both the new languages and expressive codes of the digital economy and experiential land marketing and the use of advanced technologies (augmented reality, virtual reality, 3D digital sets, apps, immersive environments) with the creation of the following intellectual products:

design of the **European University Curriculum** of the "Digital Humanist"

creation of Open Educational Resources to acquire/consolidate skills to valorise the cultural assets of the territory, using the most suitable technologies to communicate local identities and values

design of the **Handbook to create digital, cultural stories** to manage the complexity of communication in the cultural field, applying serial storytelling techniques (from web-series to sketch-coms)

management by learners of **corporate check-ups** at Cultural and Creative Enterprises to analyse cultural communication processes, highlighting strengths and areas for improvement for the digital transformation of cultural content.

creation of the **DIGIT Educational TV Programme**, as an *interactive learning space*, to develop the target skills

The implementation of a **transnational mobility** is also envisaged for the benefit of a pool of partnership educators to acquire the logics, methodological references and techniques of laboratory teaching to guide students in the realization of territorial, experiential marketing and brand-land projects realized with the application of the Handbook.



*think* Digital  
be Human

For further information, please consult the project website at:  
<http://www.digitalhumanist.unisa.it/>



Digit

The Episodes



*Who is a Digital Humanist, what does he/she do and in what sector does he/she work: these are the themes of the first episode of DIGIT.*

Starting from the concept of Digital Humanities, the presenter, with simple and immediate language, reviews the essential knowledge that a digital humanist cannot do without, drawing the viewers' attention to issues regarding the characteristics of the cultural market, the digital cultural heritage, open access and digital rights management, to end with project management techniques and tools, to plan and effectively manage projects to valorise the promotion and valorisation of heritage

The contribution provided by the interviews given by partnership teachers and experts enrich the episode providing indications and food for thought on:

*Digital Humanities: evolution and applications*

**SABRINA GALANO**

Professor of Romance Philology and Digital Philology - Università degli Studi di Salerno

*Digital Humanities and new technologies*

**FRANCESCO COLACE**

Professor of Computer Science - Università degli Studi di Salerno

*The relationship between cultural heritage and digital technologies*

**DANIEL TEJERINA**

Expert in archaeology and ancient history - University of Alicante

*Open sources and digital ethics at PR Office*

**MARCIN TRYDEŃSKI**

LTM Communication



Thanks to some clips extracted from the "A.L.I.C.E." series, produced and distributed by CONFORM S.c.a.r.l. ( [bit.ly/alicewebserie](http://bit.ly/alicewebserie) ), the presenter draws the viewers' attention to the situations contextualized by the story's protagonists, whose dialogues allow users, through interactive elements, to access the **Video training pills and the Learning Objects (LO)** produced by partners on the following topics:

- Digital humanities evolution: sources and methods (UNISA)
- Cultural and creative enterprises (CONFORM)
- Digital heritage: the past in a digital present (UNIVERSIDAD DE ALICANTE)
- Open access and digital ethics (WCCI)
- Introduction to copyright and Creative Commons (CONFORM)
- Cultural heritage management and sustainable development (CONFORM + CCIAA BULGARIA)
- Basics of Project Management (LO - CONFORM)

To further reinforce the knowledge related to the topics covered by the episode, viewers can access specific sections where they can freely view in-depth educational materials, made available through the activity carried out by the research partners on the net and/or their development of different types of resources.

### *How can you offer effective and engaging experiences for people to enjoy the cultural heritage?*

The second episode of DIGIT is a real "toolbox" for those who intend to increase the value of the cultural offer and make it appealing also for a wider target group. An episode that will accompany you, step by step, through processes of digital marketing research, digital audience analysis and content marketing, in choosing the most suitable digital tools for the creation of multimedia cultural content and through the world of animation and gamification.

The contribution provided by the interviews given by partnership teachers and experts enrich the episode providing indications and food for thought on:

#### *What is Digital marketing research*

**EDWARD MACCALLUM MAVROUDAKIS**

Head of Marketing and Communication - Greek i4G Incubator

#### *User Experience*

**IOANNIS FENERIS**

UX Researcher/Designer - Scratch Studio

#### *Content marketing*

**NIKOLAY YARMOV**

Co-founder of Network CEED - Bulgaria

### *How can you offer effective and engaging experiences for people to enjoy the cultural heritage?*

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The contribution provided by the interviews given by partnership teachers and experts enrich the episode providing indications and food for thought on:

*Digital tools for producing multimedia contents*

**DOMENICO SANTANIELLO**

Lecturer at the Humanistic Informatics Laboratory - University of Salerno

*Edutainment, gamification and serious game: main characteristics, benefits and differences*

**DANIEL TEJERINA**

Expert in archaeology and ancient history - University of Alicante

*Immersive environments*

**DANIEL TEJERINA**

Expert in archaeology and ancient history - University of Alicante



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- Digital marketing research of cultural heritage assets (i4G)
- Digital audience and analytics (CONFORM + UNISA)
- Digital cultural heritage content (UNWE)
- Digital tools for producing multimedia content (CONFORM + UNISA)
- Animation and gamification: creative possibilities for digital communication of cultural assets (UNIVERSIDAD DE ALICANTE)

To further reinforce the knowledge related to the topics covered by the episode, viewers can access specific sections where they can freely view in-depth educational materials, made available through the activity carried out by the research partners on the net and/or their development of different types of resources.

### *Social media marketing, web writing, storytelling, mobile communication*

The third episode of DIGIT is dedicated to raising awareness of everything needed to communicate and promote the cultural heritage effectively, focusing on user engagement.

In the era of digital communication, a Digital Humanist cannot do without any of these aspects.

The contribution provided by the interviews given by partnership teachers and experts enrich the episode providing indications and food for thought on:

#### *Social Media & tourism and cultural heritage promotion*

##### **VICKY KATSONI**

Tourism Marketing Professor - University of West Attica  
President of the International Association of Cultural and Digital Tourism

#### *Social media marketing: trends, skills and challenges*

##### **ALEXANDER CHRISTOV**

Associate Professor - Department of International Economic Relations and Business - University of National and World Economy

#### *Market segmentation*

##### **CHRISTIAN ZHELEV**

Expert in Digital marketing - University of National and World Economy

#### *The digital curator*

**DANIEL TEJERINA** - Expert in archaeology and ancient history - University of Alicante

### *Social media marketing, web writing, storytelling, mobile communication*

The third episode of DIGIT is dedicated to raising awareness of everything needed to communicate and promote the cultural heritage effectively, focusing on user engagement.

In the era of digital communication, a Digital Humanist cannot do without any of these aspects.

The contribution provided by the interviews given by partnership teachers and experts enrich the episode providing indications and food for thought on:

#### *Heritage documentation technologies*

**DANIEL TEJERINA** - Expert in archaeology and ancient history - University of Alicante

#### *A case study: the 3D documentation process of the "Roman Villa of Rufio"*

**DANIEL TEJERINA** - Expert in archaeology and ancient history - University of Alicante

#### *Storytelling in tourism and cultural heritage promotion*

**VICKY KATSONI**

Tourism Marketing Professor - University of West Attica

President of the International Association of Cultural and Digital Tourism

#### *Web writing*

**AGNIESZKA MILECKA**

Expert in digital marketing - Poznań University of Economics and Business

#### *Mobile marketing*

**VENTSISLAV LUKANOV** - Digital Art Director, IT entrepreneur



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- Digital and social media marketing of cultural heritage assets (IACUDIT + CONFORM)
- Social media marketing campaign (UNWE)
- Profiling and segmentation (CONFORM)
- Digital curation - digital libraries, museums and cultural institutions (UNIVERSIDAD DE ALICANTE)
- Storytelling (IACUDIT + CONFORM + PUEB)
- Narrative structure and web writing (PUEB + CONFORM)
- Mobile media in cultural communication (UNWE)

To further reinforce the knowledge related to the topics covered by the episode, viewers can access specific sections where they can freely view in-depth educational materials, made available through the activity carried out by the research partners on the net and/or their development of different types of resources.



*How do you become an entrepreneur in the cultural and creative sector?*

*How can you turn a good idea into a successful business?*

In the fourth episode of DIGIT, you will find out what a business model is and how it is developed and what are the main tools to use to work methodically and effectively. Finally, the focus on team management and financial resources will allow you to further investigate the issues relating to these two crucial aspects, on which the existence and sustainability of any company depends.

The contribution provided by the interviews given by partnership teachers and experts enrich the episode providing indications and food for thought on:

*Business model. What it really is?*

**MACIEJ PIETRZYKOWSKI**

Senior Lecturer - Poznań University of Economics and Business

*What to consider and avoid when starting a new business*

**MACIEJ PIETRZYKOWSKI**

Senior Lecturer - Poznań University of Economics and Business



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- Business model development (PUEB)
- Start-up management (PUEB)
- Starting a new business (CONFORM)
- Initiative (LO - CONFORM)
- Lean Start-up (CONFORM)
- Il Lean Canvas (CONFORM)
- Il Project Canvas (CONFORM)
- Team management (CONFORM + WCCI)
- Problem solving and decision making (LO - CONFORM)
- Business Plan (CONFORM)
- Financial instruments for businesses (CONFORM)

To further reinforce the knowledge related to the topics covered by the episode, viewers can access specific sections where they can freely view in-depth educational materials, made available through the activity carried out by the research partners on the net and/or their development of different types of resources.

# The learning programme

The four episodes of the programme, in addition to the contents presented by the presenter and the interviews given by partnership teachers and experts, also include:

- n. 29 OER - Open Educational Resources, in the form of:
  - n. 26 video training pills
  - n. 3 Learning Object (LO)
- in-depth didactic materials (insights) divided into:
  - n. 17 documents in pdf format
  - n. 59 web site
  - n. 55 videos

The total amount of the forecasted time of learning, related to the four episodes, the interviews, the OERs and the insights, is 153 hours, calculated using the following criterion: 102 minutes (effective duration), increased by 50% (1 minute and 50 seconds \* 102 minutes), which take into account an average learning level.

## EPISODE 1 CULTURAL HERITAGE BUSINESS DEVELOPMENT PLAN

		TYPOLOGY	MINUTES	LEARNING
<b>OER</b>	<b>1.1 - DIGITAL HUMANITIES EVOLUTION: SOURCES AND METHODS (UNISA)</b>	<b>VIDEO</b>	<b>51</b>	<b>76,5</b>
insights	Digital Art	<b>VIDEO</b>	<b>21</b>	<b>31,5</b>
insights	The Impact of Digital Technologies	pdf	10	15
insights	The Digital Humanities Manifesto 2.0	pdf	30	45
<b>OER</b>	<b>1.2 - CULTURAL AND CREATIVE ENTERPRISES (CONFORM)</b>	web site	N.A.	N.A.
insights	Essential Characteristics And Market Of The Creative Industries' Product	<b>VIDEO</b>	<b>21</b>	<b>31,5</b>
insights	Culture and creative sectors in the European Union	pdf	33	49,5
insights	Employment in the cultural and creative sectors	pdf	250	375
insights	Creative Europe Media monitoring report	web site	40	60
insights	Impulse paper on the role of cultural and creative sectors	pdf	140	210
<b>OER</b>	<b>1.3 - DIGITAL HERITAGE: THE PAST IN A DIGITAL PRESENT (ALICANTE)</b>	pdf	80	120
insights	How digital technologies can play a vital role for the preservation of Europe's cultural heritage	<b>VIDEO</b>	<b>28</b>	<b>42</b>
insights	World Heritage list	web site	100	150
insights	List of World Heritage in danger	web site	N.A.	N.A.
insights	Dive into intangible cultural heritage	web site	N.A.	N.A.
insights	UNESCO Charter on the Preservation of Digital Heritage	web site	10	15
insights	The London Charter	web site/pdf	15	22,5
insights	The Seville Principles	pdf	40	60
insights	Technologies for Cultural Heritage Use and Preservation	pdf	35	52,5
<b>OER</b>	<b>1.4 - OPEN ACCESS AND DIGITAL ETHICS (WCCI)</b>	<b>VIDEO</b>	<b>24</b>	<b>36</b>
<b>OER</b>	<b>1.4.1 - INTRODUCTION TO COPYRIGHT AND CREATIVE COMMONS (CONFORM)</b>	<b>VIDEO</b>	<b>15</b>	<b>22,5</b>
insights	Digital Rights Management as Fast as Possible	video	6	9
insights	What is DRM (Digital rights management) and how does it work?	video	3	4,5
insights	LGR - History of DRM & Copy Protection in Computer Games	video	17	25,5
insights	Copyright and Digital Rights Management: Everything You Didn't Know You Wanted to Know	video	67	100,5
insights	Digital Rights Management – An Essential Step in your Digital Transformation Journey	video	4	6
insights	OpenText Customer Success Story: Fox Entertainment	video	3	4,5
insights	Poznan Data Security	video	1,35	2,025
insights	Wanna Work Together? (CC)	video	3	4,5
<b>OER</b>	<b>1.5 - CULTURAL HERITAGE MANAGEMENT AND SUSTAINABLE DEVELOPMENT (CONFORM + CCIAA BULGARIA)</b>	<b>VIDEO</b>	<b>30</b>	<b>45</b>
<b>OER</b>	<b>1.5.1 - BASICS OF PROJECT MANAGEMENT (LO) (CONFORM)</b>	<b>VIDEO</b>	<b>90</b>	<b>135</b>
insights	Arts and Heritage Management	video	720	1080
insights	Leading Innovation in Arts and Culture	video	900	1350

**EPISODE 2 THE CULTURAL OFFER: FROM MARKET ANALYSIS TO DIGITAL TOOLS**

**OER 2.1 - DIGITAL MARKETING RESEARCH OF CULTURAL HERITAGE ASSETS (I4G)**  
 insights Market Research and Consumer Behavior  
 insights Market Research  
 insights Competitor Analysis  
 insights Digital Marketing Research Interview  
 insights INTERVIEW - Eirini - Business Development Specialist (I4G)  
 insights Competitor Analysis  
 insights Digital Marketing Case Studies

**OER 2.2 - DIGITAL AUDIENCE AND ANALYTICS (CONFORM + UNISA)**  
 insights Analytics Academy  
 insights KPIs

**OER 2.3 - DIGITAL CULTURAL HERITAGE CONTENT (UNWE)**  
 insights Documentary - The Story of Content: Rise of the New Marketing  
 insights Content strategy  
 insights Digital engagement. In culture, heritage and the arts [Section "Assets" (pp. 23-25)]  
 insights Content Marketing Tools You Can't Live Without

**OER 2.4 - DIGITAL TOOLS FOR PRODUCING MULTIMEDIA CONTENT (CONFORM + UNISA)**  
 insights Tools and software for creating content  
 insights E-Learning Content

**OER 2.5 - ANIMATION AND GAMIFICATION: CREATIVE POSSIBILITIES FOR DIGITAL COMMUNICATION OF CULTURAL ASSETS (ALICANTE)**  
 insights Video games and higher education  
 insights Consulting for Ubisoft Assassin's Creed: Odyssey  
 Personalizing Virtual and Augmented Reality for Cultural Heritage Indoor and Outdoor Experiences  
 insights Virtual reality exploration of world heritage sites: shaping the future of travel  
 insights Augmented Reality and archaeological sites  
 insights Virtual Reality and archaeological sites  
 insights The Ara Pacis in Augmented Reality  
 insights The Domus Aurea in 360 degrees  
 insights VISTA-AR: bringing digital technology to heritage sites  
 insights INTERVIEW - Valentin Kisimov (UNWE)

TYPOLGY	MINUTES	LEARNING
<b>VIDEO</b>	<b>60</b>	<b>90</b>
<b>VIDEO</b>	<b>17</b>	<b>25,5</b>
video	360	540
web site	30	45
video	14,25	21,375
video	6,37	9,555
video	2,09	3,135
web site	34	51
web site	33	49,5
<b>VIDEO</b>	<b>40</b>	<b>60</b>
web site	N.A.	N.A.
web site	30	45
<b>VIDEO</b>	<b>15</b>	<b>22,5</b>
video	43,41	65,115
web site	14	21
pdf	6	9
web site	20	30
<b>VIDEO</b>	<b>34</b>	<b>51</b>
web site	21	31,5
web site	35	52,5
<b>VIDEO</b>	<b>28</b>	<b>42</b>
web site	14	21
web site	11	16,5
web site	38	57
web site	7	10,5
video	1,11	1,665
web site	25	37,5
video	1,45	2,175
video	5,03	7,545
video	4,15	6,225
video	14,18	21,27

## EPISODE 3 CULTURAL COMMUNICATION AND PROMOTION

### 3.1 - DIGITAL AND SOCIAL MEDIA MARKETING OF CULTURAL HERITAGE ASSETS (IACUDIT + CONFORM)

<b>OER</b>	WHAT IS A VIRTUAL COMMUNITY?
insights	Tourism Business Portal - webinar 6: Using Facebook to enhance your business
insights	SOCIAL MEDIA MARKETING: THE MOVIE
insights	Most Popular Social Networks 2003 - 2019
insights	Use of innovation systems for an effective tourism marketing development strategy

### OER 3.2 - SOCIAL MEDIA MARKETING CAMPAIGN (UNWE)

#### OER 3.2.1 - PROFILING AND SEGMENTATION (CONFORM)

insights	10 Museum Advertisements to Inspire You!
insights	How to perfect your owned media distribution strategy
insights	10 Strategies to Run a Successful Social Media Campaign
insights	12 Most Common Social Media Marketing Mistakes and How to Avoid Them
insights	INTERVIEW - Joanna Żabierek - Poznan Promotional activities (POZNAN)
insights	Lego's Segmentation Strategy

### OER 3.3 - DIGITAL CURATION - DIGITAL LIBRARIES, MUSEUMS AND CULTURAL INSTITUTIONS (ALICANTE)

insights	Museo Archeologico Virtuale di Ercolano
insights	Blender for Virtual Restoration
insights	The digital restoration process of Sant Climent de Taull
insights	Mapping Sant Climent de Taull. PANTOCRATOR
insights	CyARK
insights	Virtual Collections from the Spanish National Archaeological Museum
insights	Virtual Collections from The British Museum

## TYOLOGY MINUTES LEARNING

<b>VIDEO</b>	<b>74</b>	<b>111</b>
<b>VIDEO</b>	<b>19</b>	<b>28,5</b>
web site/pdf	26	39
video	21,43	32,145
video	44,49	66,735
video	2,29	3,435
pdf	23	34,5
<b>VIDEO</b>	<b>16</b>	<b>24</b>
<b>VIDEO</b>	<b>23</b>	<b>34,5</b>
web site	N.A.	N.A.
web site	11	16,5
web site	8	12
web site	14	21
video	1,27	1,905
video	33	49,5
<b>VIDEO</b>	<b>17</b>	<b>25,5</b>
web site	N.A.	N.A.
video	24	36
web site	16	24
web site	2	3
web site	N.A.	N.A.
web site	N.A.	N.A.
web site	N.A.	N.A.

## EPIISODE 3 CULTURAL COMMUNICATION AND PROMOTION

		T TYPOLOGY	MINUTES	LEARNING
<b>OER</b>	<b>3.4 - Storytelling (IACUDIT + CONFORM + PUEB)</b>	<b>video</b>	<b>48</b>	<b>72</b>
insights	EMOTIVE: Storytelling for cultural heritage	web site	0	0
insights	Branding In Tourism (How to promote your tourism company through storytelling)	web site	8	12
insights	Branding Through Stories In Tourism And Cultural Heritage	pdf	80	120
insights	Storytelling - What It Really Is?	web site/pdf	14	21
insights	How To Promote Cultural Heritage Tourism	pdf	66	99
insights	Digital Storytelling	pdf	90	135
insights	25 Best Places to Visit in Europe - Travel Europe	video	26	39
insights	10 Best Places to Visit in Italy - Travel Video	video	15	22,5
insights	10 Best Places to Visit in Spain - Travel Video	video	17	25,5
insights	Visit Greece - Gods, Myths, Heroes	video	12	18
insights	25 Most Beautiful Medieval Towns of Europe	video	34	51
insights	25 Most Amazing Ancient Ruins of the World	video	32	48
<b>OER</b>	<b>3.5 - NARRATIVE STRUCTURE AND WEB WRITING (PUEB + CONFORM)</b>	<b>VIDEO</b>	<b>23</b>	<b>34,5</b>
insights	Building Nonlinear Narratives for the Web	web site	20	30
insights	Storytelling web design: some key techniques with great live examples	web site	9	13,5
insights	Digital publishing tutorial: What is digital publishing?	video	4,5	6,75
insights	Narrative Structures Lesson	video	15,4	23,1
insights	A Guide to Screenwriting	video	182,27	273,405
insights	Hero's Journey - Step by Step	video	34,15	51,225
insights	Every Story is the Same	video	15,12	22,68
<b>OER</b>	<b>3.6 - MOBILE MEDIA IN CULTURAL COMMUNICATION (UNWE)</b>	<b>VIDEO</b>	<b>15</b>	<b>22,5</b>
insights	How does location-based mobile marketing works?	web site	10	15
insights	Moving Beyond Mobile Segmentation: Introducing Mobile Personalization	web site	4	6
insights	New richness at the museum: AR & VR apps	web site	3	4,5
insights	Cultural Heritage in Marker-Less Augmented Reality	web site/pdf	56	84
insights	New technologies to promote and valorise a territory	video	2,28	3,42

## EPISODE 4 ENTREPRENEURSHIP IN CREATIVE INDUSTRIES

		TYPOLOGY	MINUTES	LEARNING
<b>OER</b>	<b>4.1 - BUSINESS MODEL DEVELOPMENT (PUEB)</b>	<b>VIDEO</b>	<b>40</b>	<b>60</b>
<b>OER</b>	<b>4.2.2 - INITIATIVE (LO) (CONFORM)</b>	<b>VIDEO</b>	<b>18</b>	<b>27</b>
insights	From Big Idea to Validated Business Case	<b>VIDEO</b>	<b>30</b>	<b>45</b>
insights	Creating Value Through Business Model Innovation	video	61	91,5
insights	How to Build Invincible Companies	web site/pdf	14	21
insights	What Is a Business Model? (Andrea Ovans)	video	14	21
insights	The Invincible Company	web site	10	15
insights	Prof. Maciej Pietrzykowski - An example of application of the business model canvas (POZNAN)	video	57,46	86,19
insights	The Business Model Canvas - 9 Steps to Creating a Successful Business Model - Startup Tips	video	10	15
insights	Business Model Canvas Explained with Examples	video	9,41	14,115
insights	Osterwalder explaining the Business Model Canvas	video	16,43	24,645
insights	Business Model Canvas: A Complete Guide	video	42,28	63,42
insights	Creative Project Canvas	web site	18	27
insights	Creative Business Model Toolkit	web site/tool	0	0
<b>OER</b>	<b>4.2 - START-UP MANAGEMENT (PUEB)</b>	pdf	83	124,5
<b>OER</b>	<b>4.2.1 - STARTING A NEW BUSINESS (CONFORM)</b>	<b>VIDEO</b>	<b>14</b>	<b>21</b>
insights	Steve Blank, Author, The Startup Owner's Manual: SVB CEO Summit West 2012	<b>VIDEO</b>	<b>65</b>	<b>97,5</b>
insights	"The Startup Owner's Manual: The Step-by-Step Guide for Building a Great Company" Review and Summary	video	42,25	63,375
insights	What Is a Startup? And How It Is Different From a Small Business?	web site	25	37,5
insights	Startupcommons	video	2,08	3,12
insights	Startup Development Phases	web site	N.A.	N.A.
insights	Key success & failure factors on the startup journey - Reducing the biggest universal risks	video	41,1	61,65
insights	Prof. Maciej Pietrzykowski - The success story of the "inPost" Polish company (POZNAN)	video	22,19	33,285
insights	The single biggest reason why start-ups succeed	video	9,26	13,89
insights	8 Great Entrepreneurial Success Stories	video	6,4	9,6
		web site	5	7,5



## EPISODE 4 ENTREPRENEURSHIP IN CREATIVE INDUSTRIES

		TYOLOGY	MINUTES	LEARNING
<b>OER</b>	<b>4.3.1 - IL LEAN CANVAS (CONFORM)</b>	<b>VIDEO</b>	<b>12</b>	<b>18</b>
<b>OER</b>	<b>4.3.2 - IL PROJECT CANVAS (CONFORM)</b>	<b>VIDEO</b>	<b>16</b>	<b>24</b>
insights	4.3 - Lean Start-up (INTERACTION) (CONFORM)	pdf	3	4,5
insights	How to Create Your Lean Canvas	video	8,15	12,225
insights	Lean Canvas Intro - Uber example	video	12,35	18,525
insights	Lean Canvas Example	video	4,03	6,045
insights	Lean Canvas template	pdf template	N.A.	N.A.
insights	Lean Canvas example	pdf	N.A.	N.A.
<b>OER</b>	<b>4.4 - TEAM MANAGEMENT (CONFORM + WCCI)</b>	<b>VIDEO</b>	<b>71</b>	<b>106,5</b>
<b>OER</b>	<b>4.4.1 - PROBLEM SOLVING E DECISION MAKING (LO) (CONFORM)</b>	<b>VIDEO</b>	<b>60</b>	<b>90</b>
insights	INTERVIEW Małgorzata Sypniewska - Tasks delegation and feedbacks (WCCI)	video	8,5	12,75
insights	20 Effective Team Management Skills to Manage Your Team	web site	6	9
insights	Effective Team Management Skills - Management Study	web site	143	214,5
<b>OER</b>	<b>4.5 - BUSINESS PLAN (CONFORM)</b>	<b>VIDEO</b>	<b>97</b>	<b>145,5</b>
<b>OER</b>	<b>4.6 - FINANCIAL INSTRUMENTS FOR BUSINESSES (CONFORM)</b>	<b>VIDEO</b>	<b>65</b>	<b>97,5</b>
insights	Creative Europe Programme	web site	N.A.	N.A.
insights	Horizon 2020 Programme	web site	N.A.	N.A.
insights	Interreg Central Europe Programme	web site	N.A.	N.A.
insights	Interreg Adrion Programme	web site	N.A.	N.A.
insights	EU Progress Microfinance	web site	N.A.	N.A.
insights	Access to Finance	web site	N.A.	N.A.
insights	Crowdfunding4Culture	web site	N.A.	N.A.
insights	Media Deals	web site	N.A.	N.A.

# The Presenter

Jennifer Mischiati, born in Anguillara, in the province of Rome, in 1986, is an Italian bilingual actress.

In the early years of her life, she frequently moved throughout Italy (due to her father's career in the air force) and also lived for a few years in Texas, where her younger sister, Jessica was born.

Jennifer has always been a very athletic person, excelling in sports such as volleyball, as well as being a majorette and dancer. At the age of 14, she began working as a model. Although very shy by nature, she participated in the "In Search of Miss Roma" beauty contest.

She won the coveted title of Miss Roma and received a free year of training at the Ribalta Theatre School run by the well-known actor Enzo Garin. This is where, after having gone on stage for the first time, she realized that acting was what she wanted to do for the rest of her life, continuing to train by taking drama classes at the Link Academy of Dramatic Arts.

At the age of 20, she flew to Hollywood to study at the American Musical and Dramatic Academy (AMDA). She studied and lived on campus and graduated among the best in her class. A year after graduating from high school and having landed a role in an independent film, she returned to Italy in 2009.

During her training period at the AMDA, she acquired skills in athletic and sword fighting techniques.



# The Presenter



Her career ranges from television, to cinema, to theatre.

Her roles include Desdemona in Othello, Standing on my Knees, The twelfth Night, The Girl on the Via Flaminia, she starred with Nicolas Vaporidis playing Katia in the film "Lo Sfascio".

Her film debut saw her double for Angelina Jolie in "The Tourist".

She starred in "Ex Inferis" directed by Leonardo Araneo, in "Evil things" directed by Simone Gandolfo and produced by Luca Argentero and in the film "Shades of Truth" directed by Liana Marabini.

As regards TV, she has appeared in "Provaci ancora Prof", "Don Matteo", and "Cinderella" directed by Christian Duguay. She has participated in short films and music videos for international artists such as Yah Supreme, Silas Mutungi and for the Italian singer-songwriter Biagio Antonacci.

Jennifer arrived in Italian cinemas as the protagonist of the made in Italy science fiction blockbuster "Creators - The Past" directed by Piergiuseppe Zaia, released on 8th October 2020, with a remarkable cast including William Shatner, Bruce Payne and Gerard Depardieu.

# The Trainer

Born in the United Kingdom on 11/25/1966, Brunella Franca Maio is a researcher and native-speaker English teacher.

After having obtained 11 GCSE "0" levels at the age of 16, she continued her studies with English, French and German at GCSE "A" level. She then earned a degree in languages (Italian, French and Spanish) from Oxford Brookes University. She has lived in Italy for over 25 years, where she has developed an excellent knowledge of the Italian language, consolidating her command of French and Spanish.

A Researcher in the field of new learning models and use of technologies applied to distance learning, English language teacher, interpreter and translator, she has also gained over 20 years of experience in the management of international relations and project activities in the context of numerous European programmes, such as Now, Equal Phase 1 and 2, Grundtvig, LDV, LLP TOI and ERASMUS +.

During her professional career, she has acquired great expertise as a speaker and moderator of international conferences, seminars and thematic workshops, but also as an English-speaking actress-trainer in many training videos. She has also been responsible for the translation from Italian into English of websites, manuals, brochures, reports, tutorials and reports on competence-based methodologies, developed as part of the countless projects or initiatives promoted and implemented in Europe, in which CONFORM has participated as Lead partner or partner.



For the realization of the "DIGIT" Educational TV Programme, a group of partnership experts, after methodological alignment led by CONFORM S.c.a.r.l., collaborated both in the search for teachers and experts to be interviewed, and in the content development of the video training pills and the learning objects, in addition to the elaboration and/or identification on the web of further educational materials, provided for users in the form of links to websites, pdf files, videos, etc.

The experts from each partner organization are listed below

## The Partnership experts



Università degli Studi di  
Salerno (IT)

Francesco Colace  
Sabrina Galano  
Domenico Santaniello

Ada Mancuso  
Nicoletta Gagliardi  
Marco Lombardi



Conform S.c.a.r.l. (IT)

Alfonso Santaniello  
Virginia Rosania  
Giuseppe Cillo  
Barbara Montuori  
Brunella Maio

Valentina Ficuciello  
Valeria Bottino  
Valentina Nave  
Maria Rodia



Universidad de Alicante (ES)

Jaime Molina  
Daniel Tejerina  
Javier Esclapés

Javier Muñoz  
Laia Fabregat  
Alejandro Martín

# The Partnership experts



IPS at UNWE

Institute for Postgraduate  
Studies Division at Unwe  
(BG)

Milanka Slavova  
Ivan Stoychev  
Borislava Stoimenova

Christian Zhelev  
Rumyana Nakova



POZNAŃ UNIVERSITY  
OF ECONOMICS  
AND BUSINESS

Poznań University of  
Economics and Business  
(PL)

Pietrzykowski Maciej

Aleksandra Gawel



CHAMBER OF COMMERCE  
AND INDUSTRY

Wielkopolska Chamber of  
Commerce (PL)

Jakub Sitek  
Aleksandra Cicha

Maksymilian Niekrasiewicz  
Paula Konarzewska

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The experts from each partner organization are listed below

## The Partnership experts



International Association of  
Cultural and Digital Tourism  
(IACuDiT) (GR)

Vicky Katsoni  
Artemis Giourgali  
Vicky Alexandrou



I4G - Incubation for Growth  
(GR)

Antonios Ilias  
Edward MacCallum Mavroudakis  
Theologos Prokopiou



Chamber of Commerce and  
Industry Blagoevgrad (BG)

Tatyana Kukoleva  
Borislav Chobanov  
Elena Stavrova

Nikolay Kukolev  
Kiril Aleksiev  
Tsonya Krusteva

# The Production

Since 1995 CONFORM S.c.a.r.l. has been promoting and implementing at national and international level, research projects and classroom, experiential and e-learning training plans, with more than 102 million hours of training provided, about 60,000 participants, 8,000 course editions and over 1,000 client companies, guaranteeing technical assistance in the search for subsidies, physical and financial monitoring and reporting.

Over the years it has made Short Films, Feature Films, Series, Educational TV Programmes, Commercials, 360 ° Virtual Tours, Interactive Videos, Documentaries, Docufilms, Portals, Editorial content in AR, Cartoons, Comics, Audio-visual Productions, Mobile Apps and AR Apps with VR, AR and MR solutions, Educational games, gamification strategies and game-based marketing, also to valorise the cultural aspects of a territory: from art to food and wine, from history to traditions, without neglecting the social aspect.

CONFORM designs and creates:

- **AR Publishing Products** to provide additional information (videos, photos, 3D objects ...) to be consulted in brochures/flyers/posters/roll ups
- **Museum spaces and virtual cultural places**, in VR and AR, to provide texts, images, sounds, films and animations, capable of making the visit more exciting and experiential
- **Game-based Business Solutions** to increase brand visibility, stimulate Performance Management and the adoption of behaviours capable of generating engagement and improving sales, using AR, VR, MR, AI or machine learning.
- **Training models** that use ludus as a catalyst for involvement, with the creation of **EduGames**, which allow players to control their choices, involving emotional and cognitive aspects that help them memorize more effectively than traditional training tools, learning to solve complex problems in simulated contexts.



# The Production

The extensive audio-visual and film production is the result of land and local marketing and corporate storytelling techniques to promote-communicate corporate brands, narrate territories, represent and convey values and traditions, capable of intriguing, involving, informing and training. A challenge that has seen CONFORM committed to co-producing more than 20 short films, 3 feature films, 15 documentaries, 2 series and countless commercials.

Through the use of new technologies, it has created not only numerous **interactive videos**, that allow the user to stop viewing the film and access the various resources provided, but also **interactive videos with branching narratives**, thanks to which the user can make choices that influence the course of the story and, finally, innovative formats of TV programmes capable of mixing different communication and technological languages and to encompass even the broadest issues.

In the cinematographic field, CONFORM has produced and distributed:

- The **ALICE** series (2019/2020, Prime Video: [bit.ly/alicewebserie](http://bit.ly/alicewebserie))
- The **Post Hit - Tessere di memoria** programme (2019/2020, Prime Video: [bit.ly/posthitprimevideo](http://bit.ly/posthitprimevideo))
- The **5TO Succeed** series (2018, <http://5tosucceed.conform.it/>)
- The **ContaminArti** documentaries (2018, <https://vimeo.com/308570683>) and **The sound of colors** (2018, <https://vimeo.com/288513536>)
- The feature film **45 Good Wine** (2017, <https://45goodwine.conform.it/>), the short film **Enigma Finale** (2016, <https://enigmafinale.conform.it/>).

CONFORM has also distributed the feature films **Magari Resto** (2020), **Gauguin** (2020) and **Passpartu - Operazione doppiozero** (2019, Prime Video: <http://bit.ly/PasspartuPrimeVideo>).

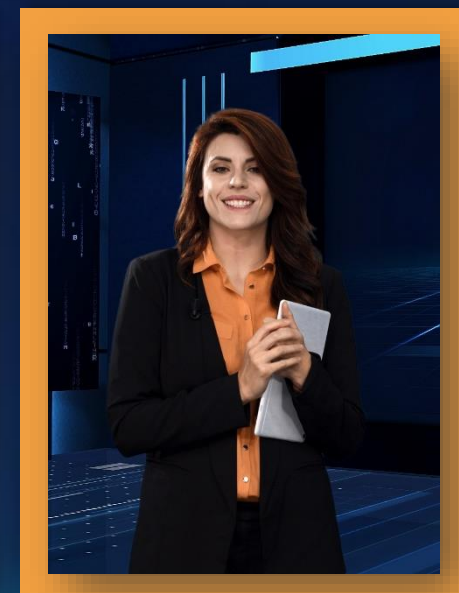
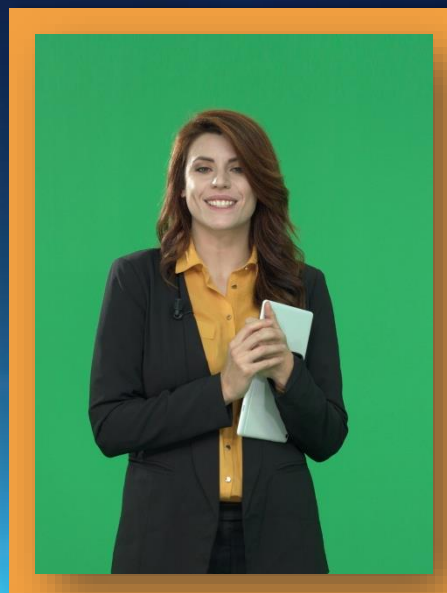


# THE DIGIT PROGRAMME

The four episodes of the DIGIT Programme and the training video pills were created by a team of creatives and technicians who have been collaborating with CONFORM S.c.a.r.l. for years in the realization of its numerous audio-visual productions, guided and coordinated by the **Executive producer, Alfonso Santaniello**.

The team has gained significant expertise in the production of television formats, which are also based on the creation of virtual 3D sets with the use of software capable of applying "**Chroma key**" computer graphics solutions and techniques and elements generated in "real-time" augmented reality.

The DIGIT troupe saw the involvement of:



Alfonso Santaniello	AUTHOR
Mariagiovanna Silvestri	EPISODE EDITING
Sandro Santaniello	DIRECTION
Maria Rosaria Capriolo	DIRECTOR OF PRODUCTION
Virginia Rosania	PRODUCTION SECRETARY
Carlo Cuomo	POST-PRODUCTION SUPERVISOR
Sergio Della Sala	CAMERA OPERATOR

Sandro Santaniello Valentina Ficuciello	EDITING
Maria Giovanna Silvestri Valentina Ficuciello Gianluca Cesarano Claudia Ponsiglione	STORYBOARD AND MOTION GRAPHIC
Valentina Ficuciello	OPENING AND FINAL CREDITS AND VISUAL EFFECTS
Sandro Santaniello	WEB DESIGN

Digit

Educational TV Programme

0

Steps to follow to access the DIGIT programme

A large version of the 'Digit' logo is centered on the page. The 'D' is blue and the 'igit' is orange, with a horizontal line below the 'i'. The background is a dark blue grid with glowing lines.

## Educational TV Programme

To access the episodes of the DIGIT Educational TV Programme, you should go to the "digit.conform.it" site, then scroll down the page or click on "episodes" in the top menu.

This section contains the 4 episodes of the DIGIT programme.

By clicking on each of the images below, you can access the individual episodes.  
By way of example, this guide contains the instructions to use the first episode "Cultural Heritage , Business Plan".

The logic followed is the same for all the other episodes.

DIGIT



*The 4 episodes*

Cultural Heritage  
Business Development Plan

The cultural offer:  
from market analysis to digital tools

Cultural communication  
and promotion

Entrepreneurship  
in creative industries

Once you have clicked on the first "Cultural Heritage Business Plan" box, the system will display the following screen:



From the bar at the bottom of the picture you can:



Adjust the audio

Directly access the interactions shown on the line at the following green points  or you can do this by clicking on the “bookmark”  tab



Enable or disable English subtitles



Watch the episode in full screen



By clicking on “play” the first episode of the DIGIT television programme will begin.

The presenter in the Studio will present the topic of the first episode, interspersing her narration with:



The video player displays a man with a beard and a light blue shirt, identified as Prof. Francesco Colace from the University of Salerno. A chapter marker on the right indicates the current segment is '1 interviews with teachers'. The video progress bar at the bottom shows the current time is 10:43 out of a total of 51:08.

1  
interviews  
with teachers

Prof. Francesco Colace  
University of Salerno

10:43 / 51:08





Insights

Digital  
Insights  
DIGITAL CULTURAL HERITAGE

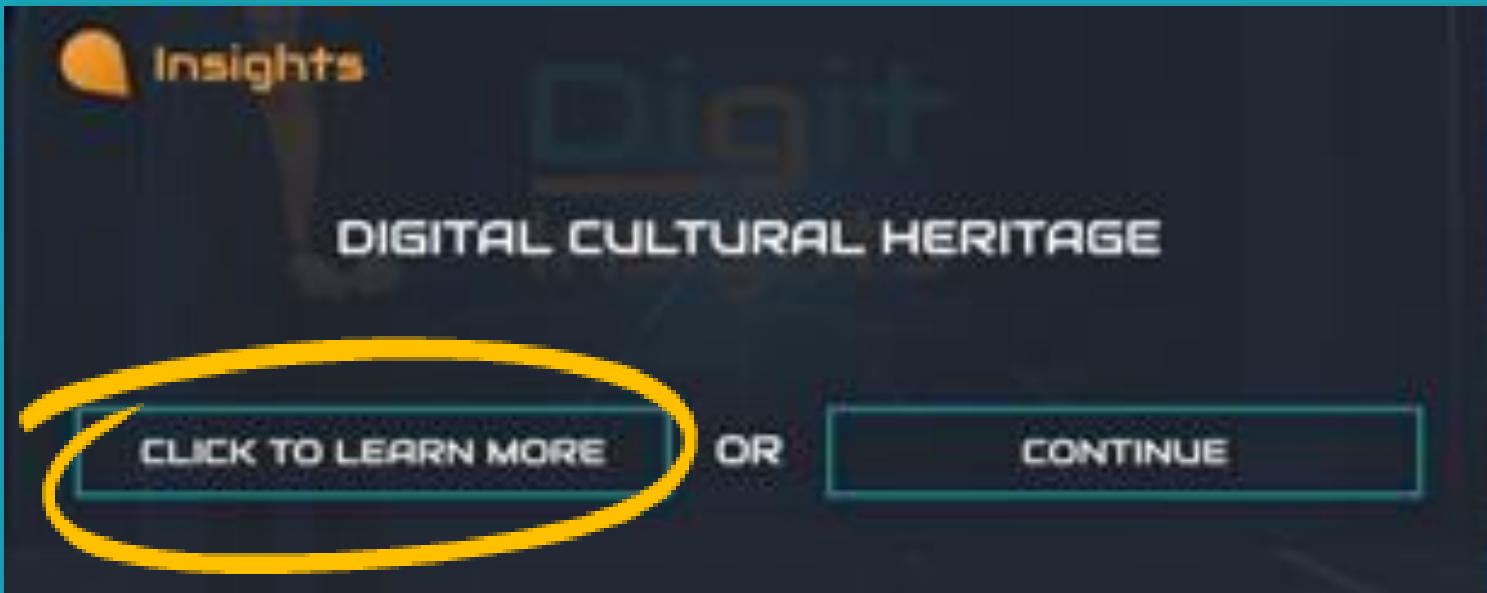
CLICK TO LEARN MORE

OR

CONTINUE

2

access to further in-depth materials provided for users (videos, pdf documents, links to portals, etc.), shown by sensitive areas that appear superimposed, allowing users to transform from a passive spectator to an active and reflective spectator, freely able to decide whether to further investigate the topics proposed or not.



By clicking on “CLICK TO LEARN MORE”, in fact, users can access the following screen:

By hovering your mouse over the different objects, you can read a brief abstract of their content before clicking on each of them to access the further information proposed.

The screenshot shows a digital interface with a dark background and a blue grid pattern. At the top left, the title '3 - DIGITAL CULTURAL HERITAGE - INSIGHTS' is displayed in orange. To the right, 'Pag 1/3' is shown next to a close button (x). Below the title, there are two buttons: 'BACK' and 'NEXT'. A large blue text box on the left contains the following text: 'Digital technologies are offering solutions to power cultural heritage efforts through the 21st century. In this CORDIS Results Pack, we discover the numerous digital innovations developed by 12 EU-funded projects that help to ensure the preservation of Europe's precious cultural heritage'. To the right of this text box, there are three orange buttons: 'HOW DIGITAL TECHNOLOGIES CAN PLAY A VITAL ROLE FOR CULTURAL HERITAGE', 'WORLD HERITAGE LIST', and 'LIST OF WORLD HERITAGE IN DANGER'. In the bottom right corner, there is a small icon of a crossed-out square.

To go back to the programme, all you need to do is click on  and then on the  tab of the previous screen.

Digit

DIGITAL  
HUMANITIES

Clip from Conform's "ALICE" series available on


prime video



3

the launch of some Clips taken from the "ALICE" Series, produced and distributed by CONFORM S.c.a.r.l., which act as a bridge between the "informative" session and the actual training session, allowing the user to access the Open Education Resources created in the "Digital Humanist" project in the form of video training pills.

While watching the clip, at the point in which the actor pronounces the "Keyword" that connects you to the relative video training pill, the keyword appears superimposed on the screen, in this case "digital humanities".

The writing will remain on the screen for the entire duration of the clip, allowing the learner to click on the keyword at any time  and to access the relative video training pill.

In any case, if the user prefers to see the whole clip and observe the dynamics activated by the actors, at the end, the system will present the following screen:

The image shows a video player interface with a dark overlay. At the top left, the word "Digit" is written in a stylized font. Below it, the text "DIGIT HUMANITIES" is visible. In the top right corner, there is a "prime video" logo. The main title of the overlay is "Training pill" with a small orange pill icon. Below this, the text "DIGITAL HUMANITIES EVOLUTION: SOURCES AND METHODS" is displayed in white. Two buttons are present: "CLICK TO LEARN MORE" and "CONTINUE", separated by the word "OR". Below the buttons, a message states: "You need to register in the erudite platform to freely access the pill". The "erudite" part is highlighted in orange. At the bottom left, the "CONFORM" logo is visible. At the bottom right, there is a video progress bar and a timestamp "10:08 / 51:08".

By clicking on "CLICK HERE TO LEARN MORE", the system automatically connects to the login window of the "ERUDIRE" e-learning platform where the video training pill linked to the "Keyword" pronounced by the actor that appears superimposed will be available.



Privacy Policy

Username

Password

Remember username

LOG IN

[Forgotten your username or password?](#)

Cookies must be enabled in your browser [?](#)

Some courses may allow guest access

LOG IN AS A GUEST

## Is this your first time here?

To create an account:

1. Complete the "**New account**" form with the data requested.
2. An email will be sent to the address you provided.
3. If you do not receive the email, please check your spam folder before contacting us.
4. Read the email and click on the link contained in the message.



By entering your username and password, the content will open automatically and it will no longer be necessary to re-enter your credentials for subsequent contents (unless a voluntary logout has occurred or the platform has timed out).

To obtain access credentials, you need to register on the e-learning platform as shown in the following section of the manual entitled "Registration and use of the ERUDIRE platform".

By clicking on the "Play" tab, a new window will open where you can watch the video training pill related to the keyword "Digital Humanities" pronounced by the actors in the clip of the "A.L.I.C.E." series taken as an example.



1.1

DIGITAL HUMANITIES EVOLUTION  
SOURCES AND METHODS



Edited by UNISA



Co-funded by the Erasmus+ Programme of the European Union

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The learning content is delivered using a trainer filmed in a Green Room, using Chroma Key techniques combined with motion graphics.



At the end of the pill, you can watch it again by clicking on the "Review" button



1.1 COMPLETED


DIGITAL HUMANITIES EVOLUTION:  
SOURCES AND METHODS

REVIEW


A large circular graphic on the right side of the screen. It consists of several concentric rings. The outermost ring is composed of segments in shades of orange and light blue. Inside this are several thin lines, some solid and some dashed, in various colors. The text "think Digital be Human" is centered within the circles.

think Digital  
be Human

or return to the programme by simply closing the browser window and clicking on the "CONTINUE" button of the "DIGIT" Educational TV Programme.

Clip from Conform's "ALICE" series available on 


# Digit




DIGITAL HUMANITIES  Training pill

## DIGITAL HUMANITIES EVOLUTION: SOURCES AND METHODS

[CLICK TO LEARN MORE](#) OR [CONTINUE](#)

You need to register in the erudire platform to freely access the pill



10:08 / 51:08   



Co-funded by the  
Erasmus+ Programme  
of the European Union

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UNIWERSYTET EKONOMICZNY W KATOWICACH



Universitat d'Alacant  
Universidad de Alicante



IPEM at UNiWE



POZNAŃ UNIVERSITY  
OF ECONOMICS  
AND BUSINESS



1992



WIRTSCHAFTS  
UNIVERSITÄT  
WIEN VIENNA  
UNIVERSITY OF  
ECONOMICS  
AND BUSINESS



IACuDIT



i4C