

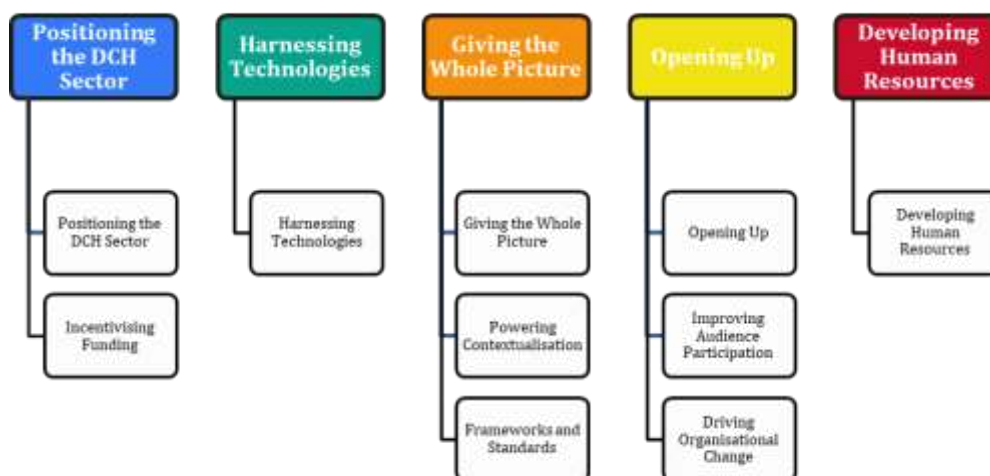
The ViMM Roadmap and Action Plan (RM/AP) – summary

ViMM (Virtual Multimodal Museum) is a Coordination and Support Action (CSA), funded under Horizon 2020, designed to help secure wide understanding and a significant role for Digital Cultural Heritage (DCH) - and in particular, Virtual Museums (VM) - in the context of the European Year of Culture 2018 and beyond. The EU can be a worldwide leader in this highly promising and growing field where technological innovation, research and development through public funding are among Europe's strengths.

ViMM features a social platform www.vi-mm.eu. The full outputs of the action can be found on its results page. ViMM has recently been designated a success story in the context of Digital Day 2019¹ and its work will be continued for a further two years under the ViMMPlus initiative.

The ViMM Roadmap and Action Plan (RM/AP)² is the outcome of a multi-stage process, over 30 months from October 2016, to engage, consult, build consensus and validate the work of DCH experts and stakeholders, initially through 21 invited expert Working Groups making proposals in seven defined Thematic Areas (TA) – the ‘seven Ds’: Definitions-Directions-Documentation-Dimensions-Demand-Discovery-Decisions. This work led to the ViMM Manifesto³, which describes selected key issues in 10 different fields important to the future development of DCH. The RM/AP moves on from these statements of beliefs, aims and policies to a plan for action, set within a defined 5-year timeframe, providing a basis for definition of objectives, measures and funding programmes, to ensure that the cultural sector can keep pace with and maximise the benefits of digital transformation.

5 ViMM RM/AP Action Areas corresponding to 10 ViMM Manifesto sections



¹ <https://www.vi-mm.eu/2019/04/25/vimm-has-been-honored-as-a-success-story/>

² <https://www.vi-mm.eu/wp-content/uploads/2016/12/ViMM-D7.3-Final-without-confidential-annex-1.pdf>

³ <https://www.vi-mm.eu/wp-content/uploads/2016/12/ViMM-Manifesto-Revised-Final-Revised-19-November.pdf>
https://www.vi-mm.eu/wp-content/uploads/2016/12/ViMM_Manifesto_Summary.pdf



The RM/AP is thus both a descriptive and a strategic tool for progress in digital transformation, identifying four priority aspects where action is seen to be needed:

I Research and innovation under Horizon Europe

ViMM has provided the European Commission with detailed drafts of recommended proposed calls for research in ICT for DCH within the forthcoming Horizon Europe programme, over the years 2021-2027, in the following areas:

1. Harnessing key technologies for exploitation of DCH
2. Deploying technologies to engage wider audiences for DCH
3. Creating smart, enriched, contextualised experiences and dialogue in DCH
4. Sustainable Infrastructure for Digital Transformation of Cultural Heritage Institutions (CHI)
5. Holistic documentation of 3D Heritage
6. Preserving and exploiting born digital cultural assets
7. Full accessibility of DCH through socially inclusive technology

II A European Competence Centre in Digital Cultural Heritage

Shared knowledge hubs can address sector-wide issues, enable cross-institutional and interdisciplinary synergies and open opportunities for growing together in an efficient and sustainable way. The DCH sector is in need of such infrastructures which can play an important role in consulting, advising upon, pre-empting and resolving technology and implementation issues experienced by CHI and DCH practitioners nationally and regionally. It is understood that the European Commission will issue a call for a Competence Centre in DCH during 2019.

III Human Resources, education and training

Keeping up with the changing socio-economic climate and pace of technological advances requires long-term investment in maintenance and development of skills, expertise and collaborative relationships. A **consolidated and high impact initiative in education and training for DCH specifically** is therefore needed to ensure the availability of sufficient capacity of skilled human resources at all levels of activity, involving the programmes of DG EAC as an essential basis to cover education and training at vocational and professional, technical, academic research levels and in schools.

IV Policy and international cooperation

Positioning the DCH sector involves strategic, legal, conceptual and financial issues. Synergies between EU policies and the strategies for DCH of key international and pan-European organisations in the CH field should be developed, through closer collaboration and coordination by all institutional actors, in order to develop a stronger sector through mutually-reinforcing activities in areas of major need, such as: paradigm shift, co-ordination and expansion of investment, values and mutual understanding, IPR and standardisation.