



CD-ETA
Interreg Europe



European Union
European Regional
Development Fund

CD-ETA project results in Gorenjska, Slovenia

Barbara Špehar & Franja Gabrovšek Schmidt

Regional Development Agency of Gorenjska – BSC Kranj



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Gorenjska region in Slovenia

**Alpine region, 70 % of the territory is mountainous
2,137 km² | 204,000 people | 95 people/km²
Strong IT & tourism sector
3,5 mio overnight stays of tourists per year (2019)**

About **natural heritage** in Gorenjska



Well preserved nature and high level of biodiversity
65 % of forests | 44 % of Natura 2000 sites | Triglav
national park

Digitized online register of natural heritage:

NATURE CONSERVATION ATLAS <http://www.naravovarstveni-atlas.si>

About cultural heritage in Gorenjska



**5 historic towns | 4,135 historic buildings | 144,000
museum items**

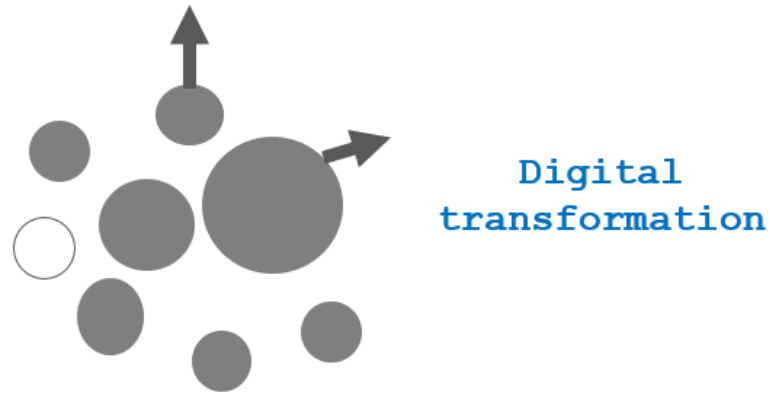
16 registered intangible heritage

**Škofja Loka Passion Play on UNESCO List of Intangible Cultural
Heritage**

Natural and cultural heritage **challenges**

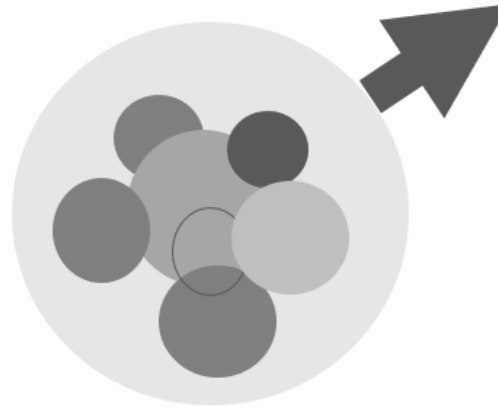
1. **Low awarness**, skills and public funding for digital transformation of heritage sector.
2. **Separate digital heritage registers** lagging behind technological development.
3. **Lack of resources** in local and regional museums for digitization of movable heritage. Human capacities, technologies and finances of museums shall be strenghtened.
4. Increased **demand of tourism** for digital presentation of top experiences of natural and cultural values.
5. **Insufficient use of heritage**, existing digital data and registers for education, awaresess rising or different creative business ideas.

Digital transformation



Current practice

- Fragmentation
- Separate IT solutions
- Ad-hoc projects
- Traditional interpretation
- Expert driven approach



New model

- Integration and synergies of efforts, actions, sectors and solutions
- Institutional digital capacity building
- Coordinated regional actions
- Digital interpretation and innovation
- Audience driven approach

Our **process** of digital transformation

1. **Analysis** and regional survey
2. **Good practices** identification and exchange
3. **Action plan** development
4. **Implementation** and **monitoring** of the Action plan

Cooperati
on on the
regional,
national and
international
level



Regional stakeholders meeting

5 Museums, 2 Libraries , Institute of the Republic of Slovenia for Nature Conservation, Institute for the protection of cultural heritage of Slovenia, Slovene Association of Historic Towns, 5 Local tourist organisations, 5 Municipalities, 3 Development Agencies, Ministry of Culture, IT experts

ACTION PLAN Gorenjska Region, Slovenia



Challenges	Objectives	Results	Actions 2021	Actions 2027
Low awareness, skills and public funding	O1: Propose regional solutions and influence national digital heritage policies	R1: Digitalisation of heritage as one of strategic objectives of Gorenjska contributes to implementation of EU policies and national heritage strategy	Action 0/1: RDP 2021-2027 integrating AP	
Separate digital registers lagging behind in technology		R2: Institutions dealing with heritage increase competences, gain additional IT staff and technologies which enables accelerated and coordinated digitization	Action 0/2: Monitoring & technical support in fund rising	
Lack of resources in local museums	O2: Strengthen capacities for digitalisation		Action 1: Digitisation of moveble heritage, Phase 1	Action 1: Digitisation of moveble heritage, Phase 2
Increased demand of tourism	O3: Improve attractiveness of Gorenjska heritage sites	R3.1 Museum exhibitions, heritage sites and trails modernised and supported by digital interpretation	Action 3: Digitalisation of heritage theme trails, Phase 1	Action 2: Gorenjska virtual heritage exhibit Action 3: Digitalisation of heritage theme trails, Phase 2
		R3.2 Immoveable heritage of historic towns of Gorenjska digitaly marked.	Action 4: Digital marking of cultural monuments, Phase 1	Action 4: Digital marking of cultural monuments, Phase 2
Insufficient use of existing digital heritage data	O4: Exploit digital heritage potential for learning, creativity and new services	R4: New creative e-services and digital solutions for end users developed based on heritage or existing digital registers.	Action 6: Creative heritage for Orange City Economy	Action 5: Living memory goes digital

Action plan **6 Actions** by 2027

1. Digitization of movable heritage
2. Gorenjska virtual heritage exhibit
3. Digitalization of heritage theme trails
4. Digital marking of cultural monuments
5. Living memory goes digital
6. Creative heritage for Orange City Economy



Action plan **4 Actions** by 2021

1. Digitization of movable heritage
2. Gorenjska virtual heritage exhibit
3. Digitalization of heritage theme trails
4. Digital marking of cultural monuments
5. Living memory goes digital
6. Creative heritage for Orange City Economy



Action 1:

Digitization of movable heritage of Gorenjska region



Objective: Digitization of 23.500 museum items in the form of 25 collections and rising digitization from 41 % to 44 % (+4,800 items) by 2021 and 57 % (+18,700 items) by 2027.

Results: Rising digitization of museum items to 51 %.

(until December 2020)

Action 1:

Digitization of movable heritage of Gorenjska



Digital collection of shoes



Men's boot with zip. Last quarter of the 20th century.



Women's shoe with a heel, pegged construction. Mid 20th century.



Laced boots for special occasions. Third quarter of the 20th century.



Women's boots for festive wear. First third of the 20th century.



Leather women's slipper with tassel. Third quarter of the 20th century.



Slipper or women's shoe. Second quarter of the 20th century.



Women's slippers. Third quarter of the 20th century.



Slippers. Third quarter of the 20th century.



Winter slippers. Last quarter of the 20th century.



Children's slippers with tassel. Mid 20th century.



Slippers. Last quarter of the 20th century.



Slippers. Mid 20th century.



Wooden children's ice skate with metal blade. Second quarter of the 20th century.



Girls' boots and ice skates. Mid 20th century.



Ice skates. Mid 20th century.



Shoe with an ice skate. Second quarter of the 20th century.



Boots with pegged construction and ice skates. Second quarter of the 20th century.



Hardwearing men's boot. Mid 20th century.



Laced children's boots. Mid 20th century.



Hardwearing laced men's boots with hobnailed soles. Mid 20th century.

Action 3:

Digitalization of Gorenjska heritage theme trails

Objective: Modernised and attractive single digital tool for over 100 heritage trails www.odkrijgorenjsko.si and 3 heritage trails digitalised (virtual trails) by 2027.

Results: 2 heritage trails digitalized.

(until December 2020)

Peek into history with
augmented reality

Unlock and
marvel at
3D virtual
souvenirs



Romuald's Path

INTERACTIVE GUIDE

INSTRUCTIONS

1

GET IT ON
Google Play

Available on the
App Store

Download app  Nexto Guide

2



Choose City Škofja Loka

3



Choose guided tour Romuald's Path



Free app



Quizzes and challenges



Augmented reality



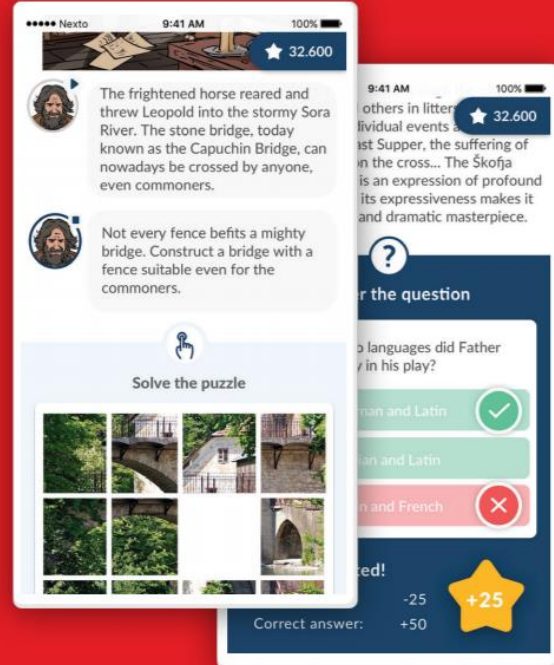
 nexto



Občina Škofja Loka

The interactive
trail with 13
stations through
Škofja Loka.

Individual stations
are marked with
markers on the
ground showing
the symbol of the
Loka Passion.



Solve the challenges and test your knowledge.

www.nexto.io



Digital Stories of Small historic towns



Radovljica

The basic thread story is a story of the first slovenian dramatist, the father of Slovenian theatre, European cosmopolitan and historian Anton Tomaž Linhart. His narrative and work in the Age of the Enlightenment illustrates the life of small country town, its architecture and culture.

DISCOVER



Action 4: Digital marking of cultural monuments in old towns of Gorenjska

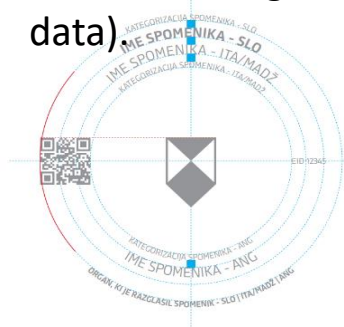


Objective: 29 monuments of national importance and 160 cultural monuments of local importance marked and supplied with digital contents by 2027.

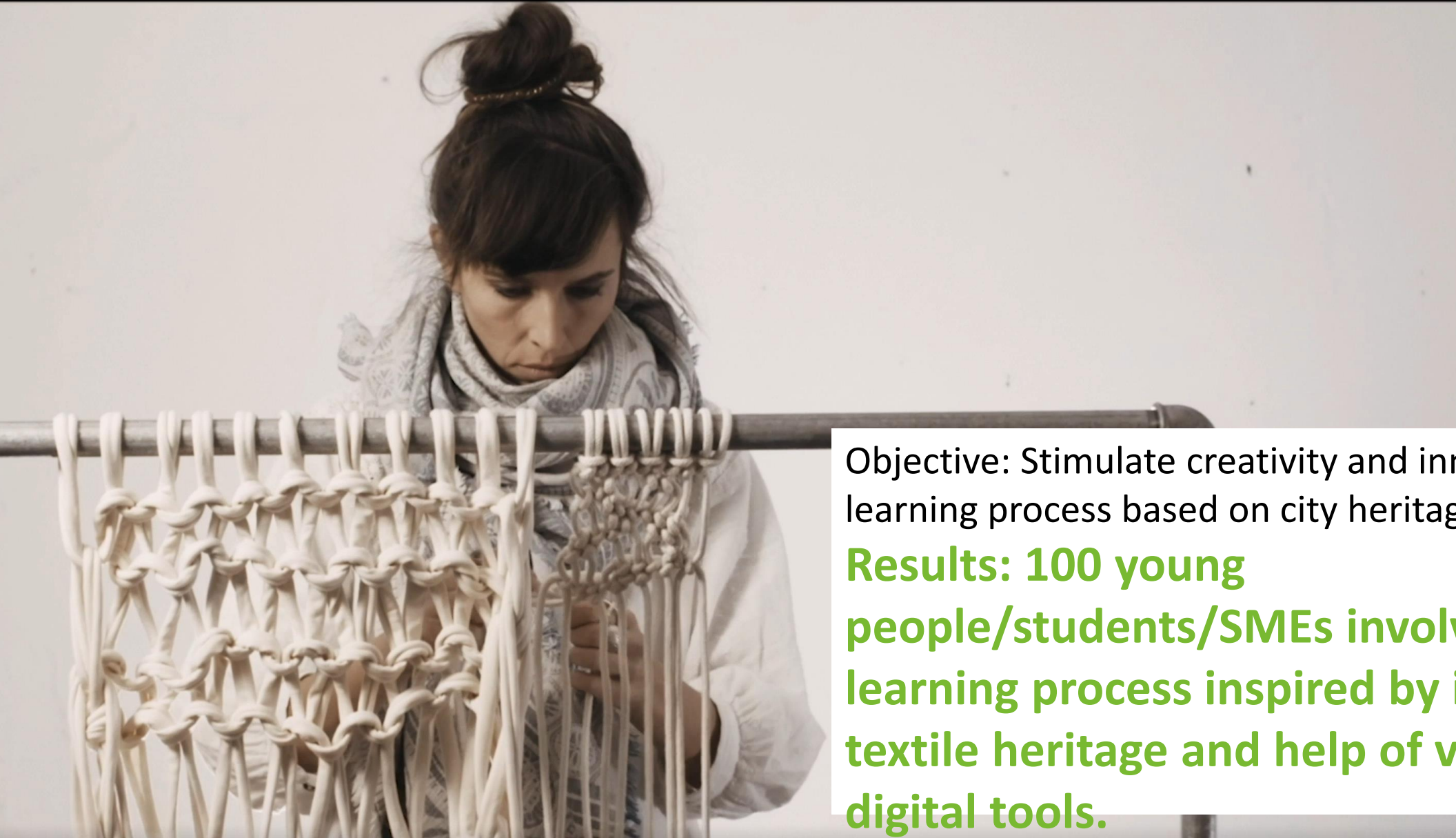
Results: Marking of the national monuments is in



Marking of the monuments of national importance is in progress
(signs and QR codes with link to digital data)



Action 6: Creative herit



Objective: Stimulate creativity and innovation in the learning process based on city heritage.

Results: 100 young people/students/SMEs involved in learning process inspired by industrial textile heritage and help of virtual and digital tools.

Video: Bonds with the Textile

→ The large wall tapestry is a joint work of five artists. It was created by Tina Pavlin, Masa Pirc, Nejc Stupan, Nina Vastl and Silva Horvat. It was created as a work of art, connecting the modern practices of textile arts and crafts on the one hand and the former Carniolan industry. It is a tribute to the heritage and creativity of today. In the video, it acts as a red thread.

→ Each of the creators is connected with one of the original methods of textile production, which was carried out by the Carniolan factories for domestic and foreign markets. Despite the collapse of the industry, the textile heritage of Kranj and Gorenjska continues in the work of contemporary creators. **The heritage is remembered within practices**

