



**CD-ETA**  
Interreg Europe



European Union  
European Regional  
Development Fund

# Digitization of Natural and Cultural Heritage in Conditions of COVID-19 Pandemic

## Interregional Webinar

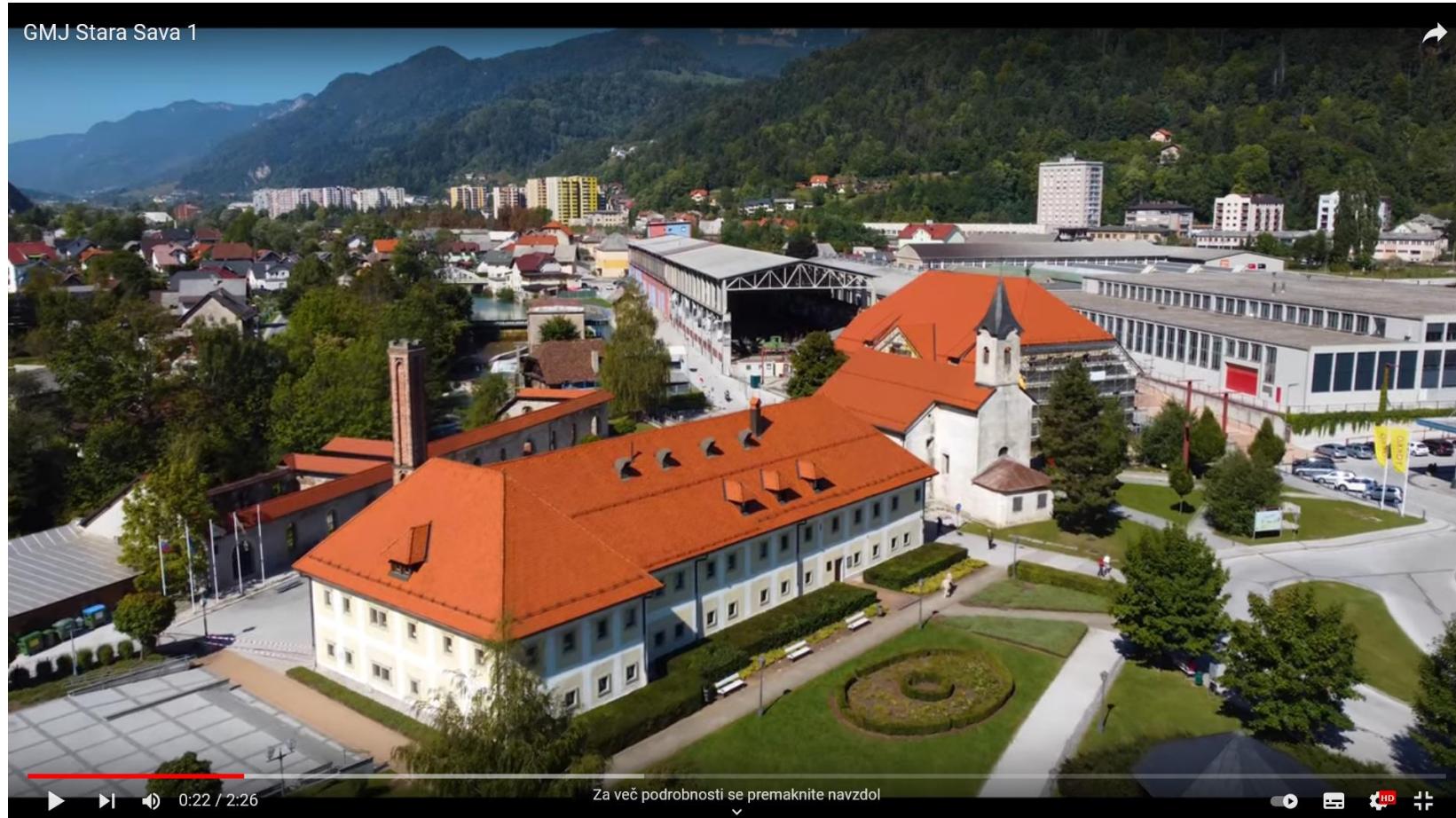
### State-of-Art (Gorenjska, Slovenia)



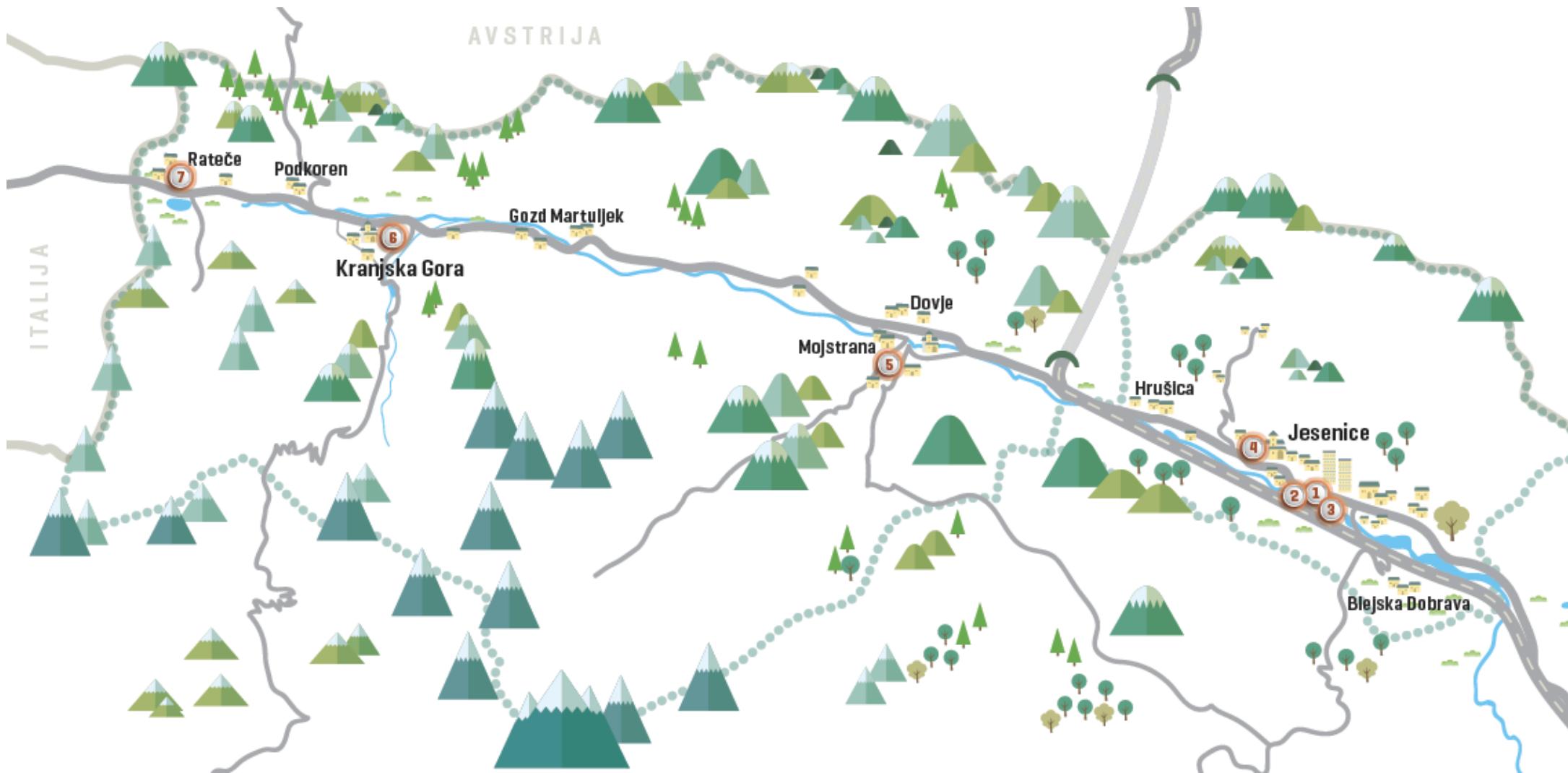
Irena Lačen Benedičić  
Gornjesavski muzej Jesenice

Online 9/10/2021

<https://www.youtube.com/watch?v=paFjEz2xDs4>



# Gornjesavski muzej Jesenice - Location



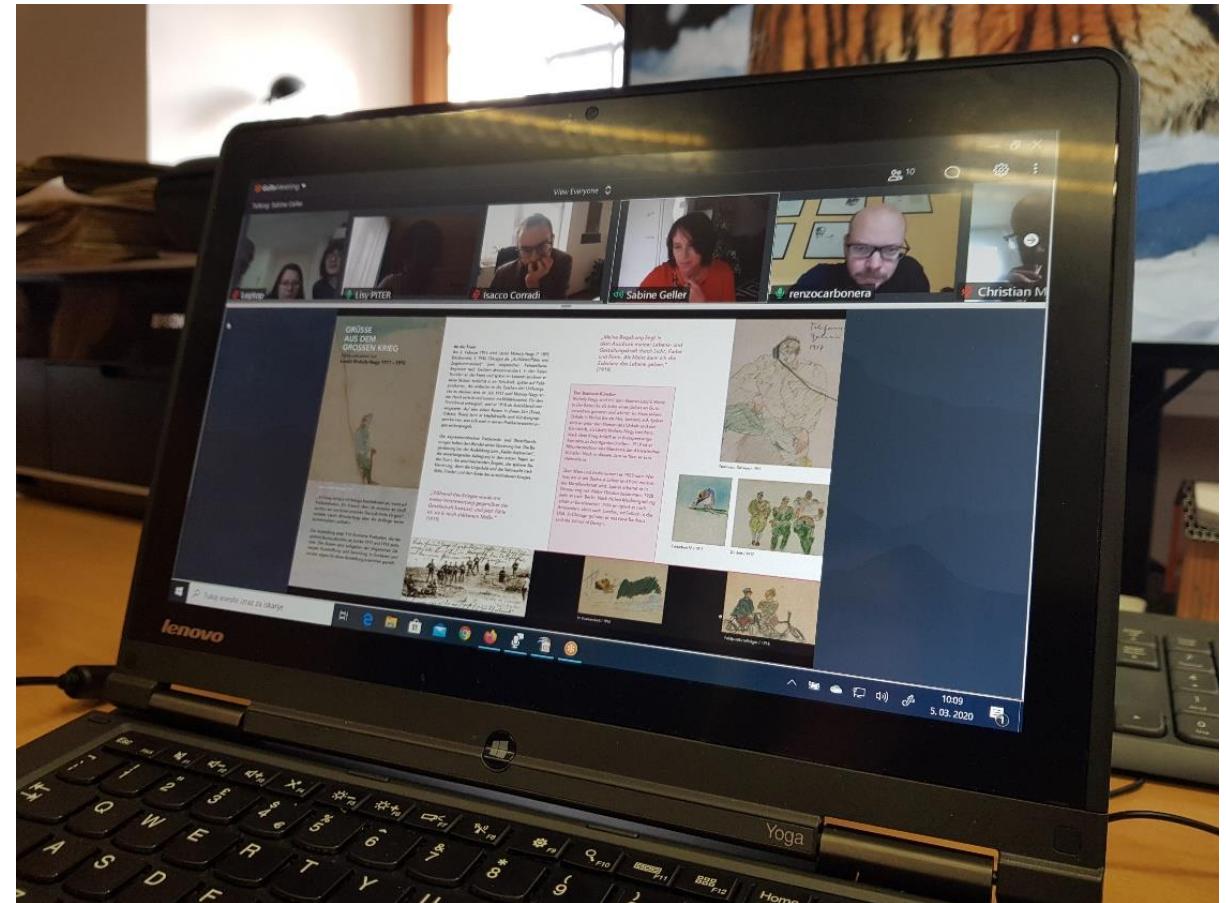
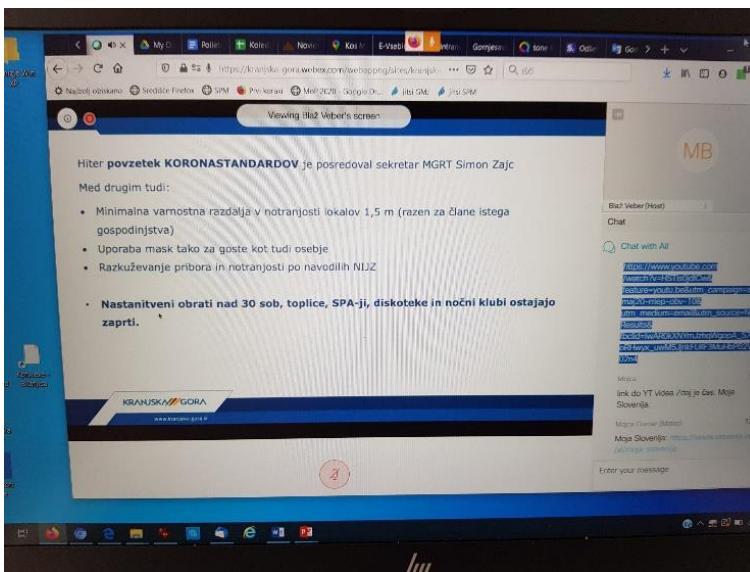
## Setting up - work from home



# Morning staff meetings

## E-meetings (Zoom, jitsi etc.)

- human aspect of being isolated
- communication / socialization
- daily work



# Digitalization museum's objects / web

3.1. Inventarizacija novo pridobljeni v tekočem letu 2020		Digitalna / Galis		index
Zbirka/ fototeka	N (do 31. 12. 2020)	R		
Železarska zbirka	30	51	170	
Planinska zbirka	30	38	127	
Etnološka zbirka	30	36	120	
Mestna zgodovina	20	247	1235	
<b>SKUPAJ</b>	<b>110</b>	<b>372</b>	<b>338</b>	

digitalization- object	plan	realizirano	index
Železarska zbirka	700	700	100
Planin.-predmeti	30	38	126,7
planin.-razglednice	0	825	
Etnološka zbirka	500	315	63
fototeka	0	0	
Mestna zgodovina	20	299	1495
<b>SKUPAJ</b>	<b>1.250</b>	<b>2.267</b>	<b>181</b>

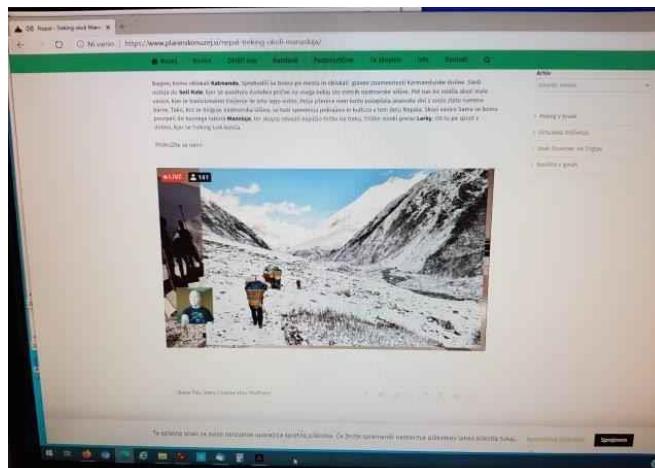
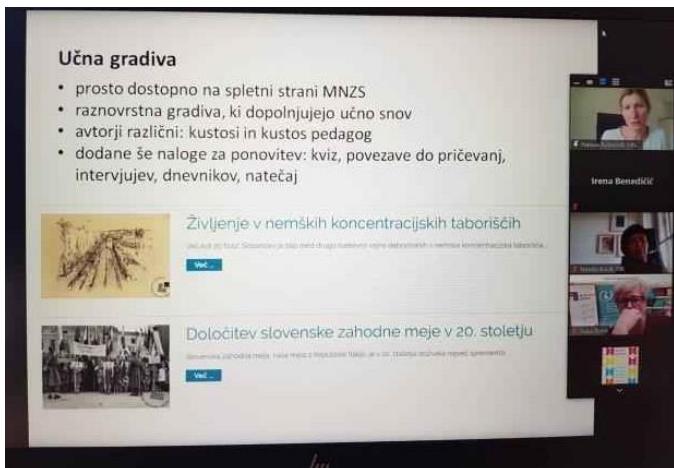
# Exibitions 2020

Exhibitions 2020	Planned	Realization	Unplannned	Canceled - covid 19	INDEX
supplement to the permanent exhibition	2	2	0	0	100
Temporary exibition	13	16	5 (4 web)	2	123
we host our own exhibition	3	5	2 (1 web)	0	167
visiting exhibitions	9	10	2 (2 web)	0	111
interinstitutional exhibitions	7	8	1	0	114
<b>Skupaj</b>	<b>34</b>	<b>41</b>	<b>10</b>	<b>2</b>	<b>121</b>



# How to keep in touch with visitors

1. Virtual walk through the exhibition
2. Mountain newsletter
3. e-visit to the museum from the home armchair
4. e-museum guided tours
5. e-museum evenings through YouTube channel website



# Going virtual during Covid-19

## Web site

SPLETNA STRAN					
	spletna stran GMJ	spletna stran SPM			
2018	44.687	24.239	ogledi		
	8.385	6.890	uporabniki		
2019	41.898	45.153	ogledi		
	6.756	12.402	uporabniki		
2020	25.637	19.942	ogledi		
	6.767	4.604	uporabniki		

## Facebook, Instagram

FB IN INSTRAGRAM					
	FB GMJ	FB SPM	FB LIZNJEK	FB KAJŽNK	sledilci
2018	39.791	179.461			ogledi
	659	1.758			všečki
2019	56.584	179.599			ogledi
	1.547	4.106			všečki
2020	53.156	321.184	9744	203	ogledi
	861	2.730	100	35	všečki
					933
					1.030

# Measures taken and effect

1. We planned that the number of visits to our museums in 2020 would be 80% lower than we had expected before.
2. The realization was 46.70% compared to 2019, in total for all our museum houses.



	2020	2019
JESENICE	2.924	8.084
KRANJSKA GORA	41.032	86.048
SKUPAJ	43956	94132

# Social media

21:46 LTE 99%

← **slovenianalpine...** ⌁ :

245 Posts 1.282 Followers 544 Following

**Slovenski planinski muzej**  
Mountaineering museum in tourist destination  
@kranjskagora  
Share your favourite moments in the mountains with us... [more](#)

Triglavská cesta 49, Mojstrana, Bohinj, Slovenia 4281

Followed by **planinskazvezaslovenije, topolinomojstrana** and 10 others

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PMN, 19. 6. Lotse 1981 Obletnice Muzejski večeri

☰ ☐ <

Slovenski planinski muzej's post

Foto: Roman Krajnik

Like Comment Share

5.171 people reached > Boost post

15 shares

You, Bogdan Janša and 244 others

Write a comment...

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Program 2020	Visitors
Pedagogical	2.669 (web: 11.141)
Andragogical	1.015 (web: 33.287)
Events	1.756 (web: 18.076)
<b>Sum</b>	<b>5.440 (62.504)</b>

# Positive changes with digitization - results

1. The Rude Awakening (Creative Europe)
2. 10 anchor points in Slovene alpine climbing
3. Multiculturalism and cuisine of Jesenice
4. Workshops - Digital Content Learning Tool (Hints and Solutions Weekend SPM),  
films about museum objects, areas of research and feeding
5. Digital strategy - marketing - education and acquisition of IT competencies.

# Let's come out of pandemic stronger!



[www.gmj.si](http://www.gmj.si)

[www.planinskimuzej.si](http://www.planinskimuzej.si)