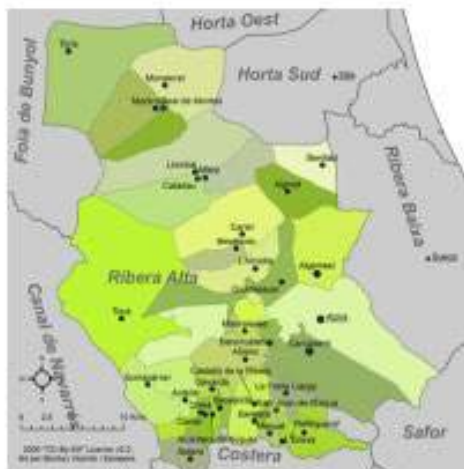


HERITAGE AND DIGITALISATION: PREVIOUS SITUATION



MANRA Digitalisation Department



2. Poblacions de la Ribera Alta

«Every territory is made up of different heritage resources, whether cultural, environmental, landscape, or anthropological, and, therefore, has a cultural and historical value».

Jiménez Salvador, J.L. (UV. "Visions del Patrimoni Cultural")

MANRA, ITS TERRITORY AND HERITAGE PRESERVATION

MANRA STATUTES

Art 6. Objectives:

a) The provision of services related to the competencies in which the **current legislation allows the municipalities** to act, such as:

- Promotion of culture and cultural facilities.
- Protection and management of historical heritage.

MANRA AND HERITAGE PRESERVATION



MANRA STATUTES

Art 23. Services offered by MANRA:

- Service for the improvement and conservation of the historical heritage.

MANRA AND HERITAGE PRESERVATION

PUBLICATIONS:

- Bibliographic collection (more than 700 documents)
- Guide of the Arquitectonic Heritage in Ribera Alta (1999)
- La Ribera: imatge i territoris (2000)
- Història de la Ribera (2001 to 2011)

Disseminating program “Entre Comarques” Heritage valorisation



Participation in the Interreg Europe CD-ETA program. Good Experiences

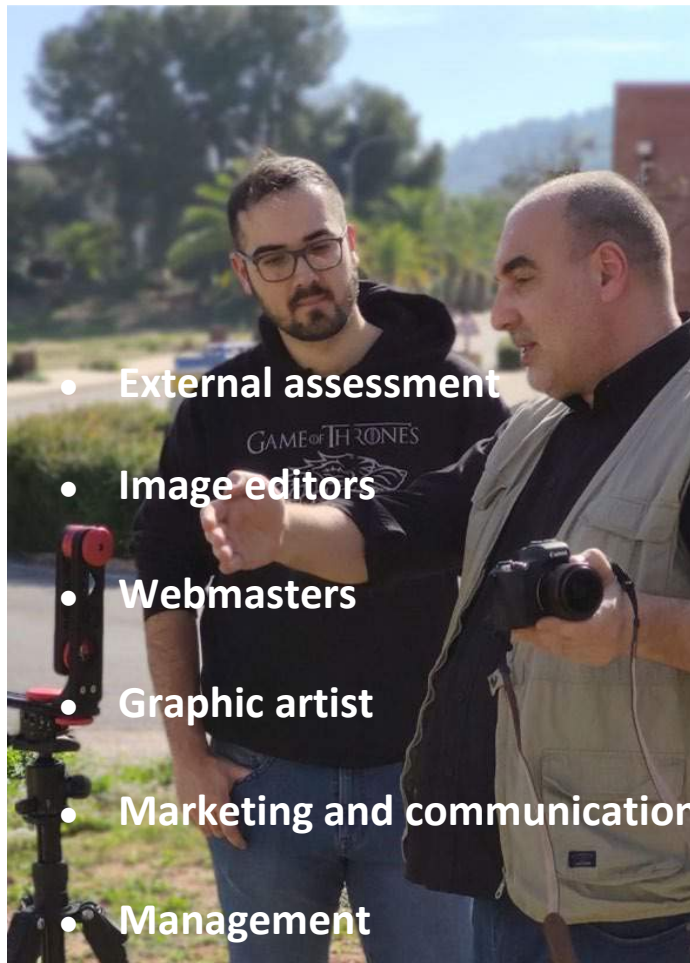


Creation of the Digitalisation Department (2018)



Professionals involved in the Digitalisation process

- External assessment
- Image editors
- Webmasters
- Graphic artist
- Marketing and communication
- Management



Stakeholders (municipalities, cultural managers, local administration, smes, ..)

Formal agreement with municipalities



REUNITS

D'una banda, el senyor Triem Pellicer Paladín, president de la Mancomunitat de la Ribera Alta, amb CIF P-96000650, amb domicili al carrer Tarragona, 116, d'Alzira (CP 46000), anomenat en aquest conveni LA MANCOMUNITAT, assistit pel secretari d'operació, el Sr. Blasco Vega.

I d'altra banda, el senyor Diego Gómez i García, alcalde president, que obra en nom de l'Ajuntament d'Alzira, amb CIF P-46017052 i que serà anomenat en aquest conveni l'AJUNTAMENT, assistit pel secretari d'equat, Víctor Amorós i Larnéu.

Tots es reconeixen la capacitat legal suficient per a subscriure el present document.

MANIFESTEN

1. La Mancomunitat de la Ribera Alta participa junt a unes altres regions europees del programa de digitalització CD-ETA. Dins d'aquest marc, la Mancomunitat engega un projecte de digitalització del patrimoni cultural i natural de la comarca de la Ribera que garanteix la conservació, difusió i estudi del patrimoni dels seus municipis.
2. La digitalització de patrimoni és un procés que garanteix, no només la pervivència del mateix, sinó el seu ús actual, i permet l'enriquiment de bases de dades que es posaran a l'abast d'estudiosos, públics en general i administracions que requereixin de la seva difusió.
3. El projecte es troba en fase de disseny de diversos programes pilot. Donada la seua rellevància com a paratge i la seua riquesa natural i cultural, la Mancomunitat proposa la realització d'una primera actuació consistent en l'elaboració d'una visita virtual al paratge natural municipal de la Murta. Per a l'efecte proposat, des de la Mancomunitat es procedirà a la captació i tractament de dades que tindran com a resultat una visita virtual d'una de les rutes que transcorren per la Murta.



General Directorate of Culture and Heritage



The Regional Ministry of Education, Culture and Sport in the Valencian Government is the department responsible in the cultural field in accordance with the 05/2019 decree of the Valencian Region, of 5th July, about the basic organic structure of the Presidency and of the ministries of the Generalitat [2019/7139]. Depending on the Ministry of Education, Culture and Sports, the General Directorate of Culture and Heritage assumes the functions provided for the article 70 of the Law of the Valencian government in matters of conservation, protection, enrichment, restoration, dissemination and promotion of the Valencian cultural heritage, both movable and immovable items, museums, policies to promote books and reading, bibliographic heritage, library management, archives, technical assistance and cultural promotion, as well as the promotion and research of the traditions and traditional institutions of the Valencian people. Among others, it is in charge of the protection, diffusion, enrichment, study and the investigation, conservation and restoration of the integral goods of the Valencian cultural heritage, movable, immovable and intangible, as well as the promotion, planning and diffusion of its knowledge and the incorporation of this to active respectful and adapted uses, without prejudice of the functions attributed to the public entities ascribed to the Regional Ministry.

The functions of the General Directorate of Culture and Heritage and their objectives are reflected in the Valencian Region budget in 2020, among others, in the program 454.10 "cultural promotion, artistic heritage and museums"; line30110000 Infrastructure and cultural equipment. Objective 4.5, "cultural heritage recovery plan", includes as an indicator the grants for municipalities for heritage recovery.

This line depends on ERDF funds (European Regional Development Fund) and among its beneficiaries there are the local councils and administrations, such as commonwealths. This strategic line will continue in 2021.

In the field of preservation, we have known the experience of the digitization of cultural and natural heritage carried out by the Mancomunitat de la Ribera Alta and its project of digital preservation and dissemination "Riberana", started as a result of the participation of the Mancomunitat in the Interreg Europe Cd-Eta project.

We consider this experience as a source of inspiration in the preparation of the call for future preservation grants, and we recognize the interest in exporting its participation to other local entities.

Valencia, 21st October 2020

Firmado por M. Carmen Adroga Trías
22/10/2020 16:07:09
Cargo: Directora General de Cultura y
Patrimonio

Vice-Ministry of Innovation and Digital Transformation



VALÈNCIA
Govern de la Comunitat Valenciana
Consell de Govern
2019-2023

CD-ETA
CD-ETA Interreg Europe
2014-2020

The Regional Ministry of Innovation, Universities, Science and the Digital Society is the Valencian Government's department responsible for the field of innovation, science, research and technological innovation, in accordance with the articles 104, 105, 102 and 103 of the Statute of the Valencian Region (1979-1980), of its Act, about the basic organic structure of the Presidency and of the measures of the Government (2015-2019). Among them, the Regional Vice-Minister of Innovation and Digital Transformation is, according to the law 3/1985, in field of the matters of technological innovation and development of the innovative capacity of the Valencian production system; Valencian Innovation System; strategy of the Network of Technological Institutes and digitalisation strategies of the Valencian Region.

The Regional Vice-Minister for Innovation and Digital Transformation has among its objectives the promotion of "innovation projects in municipalities that contribute to their improvement". For this purpose, a law of grants for research studies and innovation projects is the main pillar of the Valencian Community Law 5/2008.

The investment objective is reflected in the Valencian Region budget in 2020: program 342.00, "Technological development and innovation", line 3.42.0000 "Promotion of innovation in the municipalities of the Valencian Community", with an assigned amount of 1.500.000.

This strategic line will continue in 2021, as the Regional Ministry of Universities, Science and the Digital Society will continue to promote the innovation and digitalisation projects in the municipalities of the Valencian Region.

This line depends on ERDF funds (European Regional Development Fund) and the selected beneficiaries are the selected local administrations (municipalities or consorciats) with innovative projects in different areas.

In the field of digitalisation, we have known the experience of digitalisation of cultural and natural heritage carried out by the Mancomunitat de la Ribera Alta, and its project of dissemination and preservation "Riberana", named as a result of the participation of the Mancomunitat in the Interreg Europe L&E project.

The Regional Vice-Minister of Innovation and Digital Transformation, considers this experience as a source of inspiration for the Regional Ministry of Innovation, University, Science and Digital Society in the elaboration of the mentioned grants. We consider the experience of Heritage Digitalisation by the Mancomunitat de la Ribera Alta in the promotion of innovation and digitalisation as of great interest to be reported to other local entities through this grant.

MANCOMUNITAT de la RIBERA ALTA
Consell de Govern
2019-2023

Jordi Joan Huguet
Regional Vice-Minister of Innovation and Digital Transformation,
Valencian Government (OPUS2)

Valencian Federation of Municipalities and Provinces. Pont a Europa

‘Pont a Europa’ is an online platform for transferring learning processes.

- Digitalisation for social improvement
- Culture
- Tourism
- Accessibility
- Economy
- ★ Good practices



El Museu de la Festa recibe el triple de visitas virtuales

El número de visitantes online aumenta un 228 % respecto al año pasado en Algemesí - Se han interesado ciudadanos de Alemania, México, Reino Unido, Argentina, Brasil, Suiza, Uruguay, Francia, Perú o Libia

R.A. | 07.05.2020 | 14:12

El Museu Valencià de la Festa de Algemesí ha abierto durante el mes de abril a través de las pantallas, gracias a la visita virtual elaborada por la Mancomunidad de municipios de la Ribera Alta. Unos 3.152 usuarios pasearon por las salas del museo durante el mes de abril, un aumento del 228% respecto al mes anterior. En marzo, pasaron por la versión digital del Museu de la Festa unos 1.382 visitantes.



El Museu de la Festa de Algemesí. Vicent M. Pastor

La visita virtual se puede hacer a través del enlace bit.ly/VRMuseuFestaVAL, la web "Riberana" del departamento de Digitalización de la Mancomunidad, la página del Museo de la Festa y las redes sociales. Permite conocer las estancias del museo a través de vistas panorámicas, y cuenta con videos en 360 grados de las diferentes danzas de la Festa (grabadas en la calle Berca) con fotografías e información contextual.

Todo junto, ha despertado el interés del visitante de manera notable durante el mes de abril de confinamiento: cada visitante vió 9,36 páginas por visita (unas 29.500 en total), mientras que en marzo fueron 4,13 (5.705 páginas). Las jornadas con más visitantes fueron precisamente el miércoles y jueves de la Semana Santa, con 594 visitas el día 8 y 340 el día 9.

La obligación de permanecer en casa ha sido la excusa perfecta para poner en valor este recurso en línea, en marcha desde finales de enero. Se trata de una herramienta muy positiva para conocer el patrimonio de Algemesí en el caso de que no se pueda visitar físicamente el museo. Las visitas online en el museo no sólo han venido de los ciudadanos de la Ribera. También han pasado por ella visitantes de países como Alemania, Portugal, México, Colombia, Reino Unido, Bélgica, Argentina, Estonia, Países Bajos, Brasil, Ucrania, Suiza, Uruguay, Francia, Austria, Rumania, Perú, Andorra, República Checa, Venezuela, Bulgaria o Libia.

ONLINE CULTURE DURING COVID-19 LOCKDOWN (MARCH, APRIL 2020)



Riberana: repositori digital de patrimoni de la Ribera Alta





MUSEUM CLOSURES AND REOPENINGS

El Real Decreto 463/2020 de 14 de marzo, por el que se declara el estado de alarma para la gestión de la crisis sanitaria, supuso la suspensión de la apertura al público de los locales y establecimientos no esenciales, entre ellos **los museos**, que permanecieron cerrados una media de

**91
días**

hasta su reapertura. El número de días de cierre varía mucho de unos museos a otros: oscila entre los 63 días del museo que pudo abrir antes, y los 243 del que lo hizo más tarde.



96 %

El 96 % reabrió tras el cierre.



30 %

Aunque un 30 % lo hizo con menos salas abiertas u horario restringido.

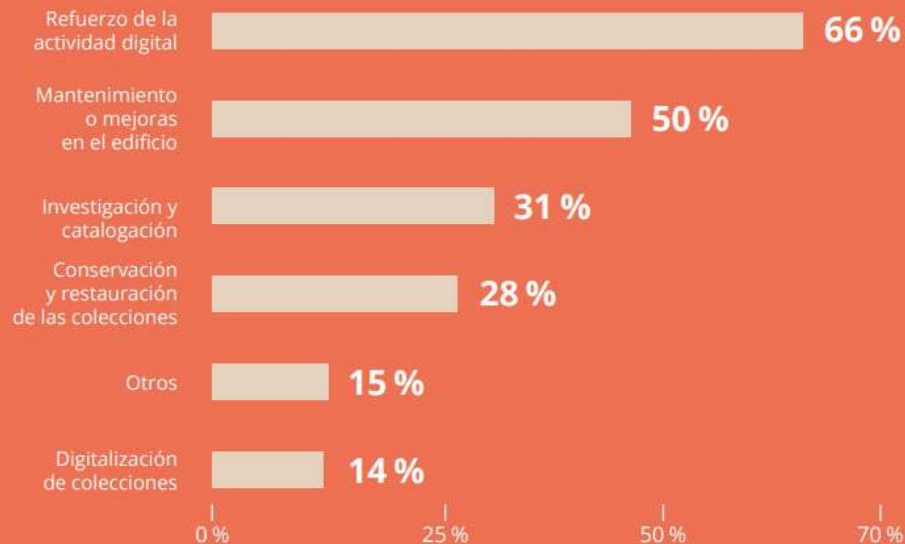


31 %

Y un 31 % de los que reabrieron ha tenido que cerrar al menos una vez más, por motivos derivados de la pandemia.

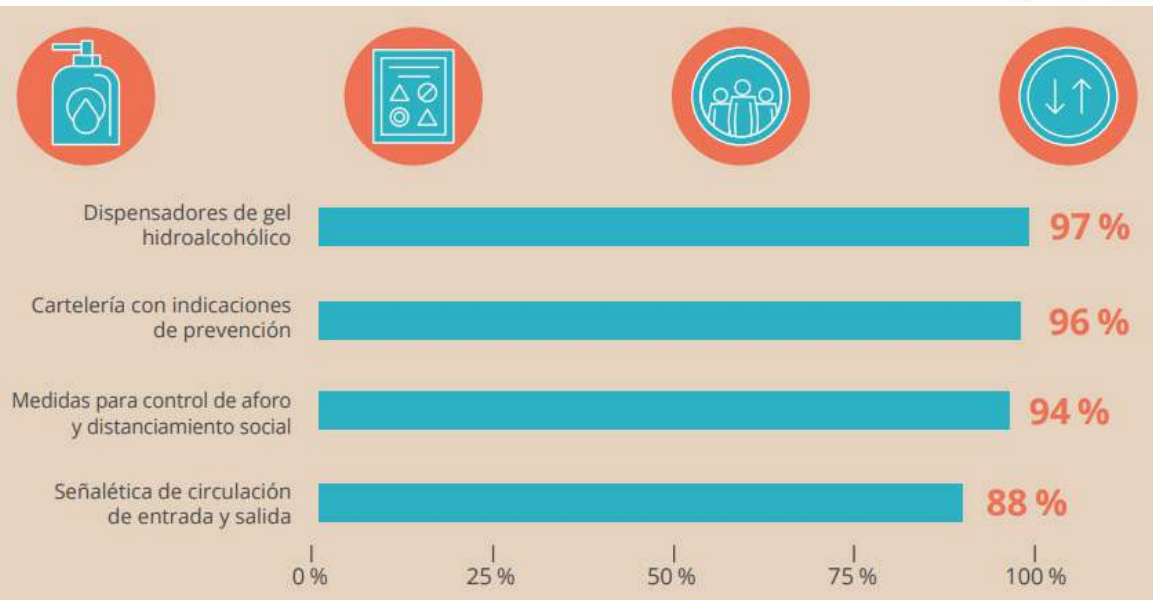
Museums were closed for an average of 91 days, although 30% were closed with fewer rooms open or restricted opening hours.

Durante el periodo de cierre se priorizaron determinadas líneas de trabajo: en primer lugar, el refuerzo de la actividad digital, como forma de mantener el contacto con el público, y en segundo, los trabajos de mantenimiento o mejoras en el edificio, que abordaron un **50 %** de los museos encuestados.



66% are strengthening their digital activity.

El esfuerzo de los museos por adaptarse a la nueva situación es generalizado: el **99 %** de los museos que han reabierto tomaron medidas especiales para hacer más segura la visita.



A number of important measures were taken to make visits safer.