

**WRAP-UP CONCLUSIONS
OF THE eCULT STAKEHOLDERS DAY:
"The Beauty & the Beast"**

Panel discussions and BarCamp afternoon discussion can be summarised in 6 key words:

DIALOGUE - no matter at which level, a dialogue is needed to convince, to find the correct tools and the correct people. Interdisciplinary discussions are necessary!

- Technology providers and cultural heritage (CH) stakeholders must find the same language → through interaction
- CH stakeholders must find what audiences needed → effective solutions for win-win situations
- Personal contact is crucial (also for social media). Ambassadors (that know people of both sides) can support the process effectively

TARGET AUDIENCE: not only regarding museum visitors but also for on-line communication; e.g. "amateur" vs. professional vs. researcher vs. visitor

TECHNOLOGY STRATEGY is necessary before engaging in introducing technological solutions based on the above (why-how-when questions). Considerations must also include how to maintain the technology in a medium/long-term, and what the budgetary implications are.

TECHNICAL SUPPORT STAFF inside museums for day to day maintenance and operation. This is closely related to training/education (life-long learning!), courses for technical tools (also available as free courses) → open mind is needed! For small museums, multi-functional staff is needed (similar to staff in SMEs)!

INTEROPERABILITY of technology/standardised solutions are needed. This is important e.g. for digitised formats for exchange of objects but also for long-term preservation (accessibility in 50 years?).

MONEY: While necessary to run cultural heritage institutions, this turned out to be the real "beast" in the discussions. Different values between museums and commercial companies were pointed out: a sensitive but also sensible approach is necessary. As museums are most of the time underfunded, valorisation of collections and assets is a way to additional income: business models for museums! Museums need to apply business models as much as possible but the role of museums is different, they are not commercial enterprises.