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“CULTURAL E-COMPETENCIES IN OPEN AIR”



WP4_ Joint Synthesis Report

Interviews and Focus Groups

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Focus groups and interviews - qualitative evidence

General information

Objective:

collect qualitative evidence (interviews/focus groups) on the relevance, usability and potential impact of the design model (Culture Builder + Open-Air Museum) and related tools (e-learning, toolkits, communities/forums), according to the ROI logic (Appreciation, Learning, Behaviour, Impact).

Countries involved: Italy, Slovakia, and the Czech Republic.

Scope: qualitative activities carried out in the three partner countries (Italy, Slovakia, Czech Republic) with common methodology and target groups consistent with the project (over 60 people including local stakeholders, active citizens, cultural/educational actors).

Meeting Format: Focus Group

Period: January-April 2025

Introductory summary

The sessions explored educational and innovative approaches to enhancing cultural heritage in outdoor contexts through digital tools and participatory methodologies. In all countries, participants highlighted that digital is most effective when it supports the physical experience of places (orientation, content, storytelling) without replacing it.

Evidence collected

a. Level 1 – Appreciation

- Culture Builder: a figure perceived as useful and current because it makes “who does what” clearer in the processes of cultural activation and facilitates the participation of communities.
- Open-Air Museum: a concept appreciated because it makes culture more accessible, enhances public spaces and landscapes, and connects heritage and daily life.



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- Relevance: the themes are considered relevant both for professional fields (culture/tourism/education) and for the social and civic dimension (active citizenship).

b. Level 2 – Learning

- Progressive understanding: the themes may initially appear complex, but they become clearer through concrete examples and territorial applications.
- Key learnings: centrality of the active involvement of people and importance of designing cultural experiences that stimulate participation, care of places and awareness.
- Preferred methodologies: strong preference for participatory and practical training (workshops, field activities, local projects).

c. Level 3 – Behavior

- Expected changes: greater propensity to participate and promote local cultural initiatives, greater attention to collaboration between citizens and institutions, and improvement of relational skills (listening, cooperation).
- Critical behavioural factors: active participation, networking, and facilitation skills are considered essential to turn ideas into actions.

d. Level 4 – Impact

- Social impact: expectations of strengthening ties, a sense of community and belonging thanks to shared and accessible activities.
- Territorial impact: potential for the activation of local networks (culture, tourism, education) and sustainable enhancement of routes/places, with benefits also in terms of inclusion and participation.

Established emerging themes

- Digital as a facilitator: useful if simple, accessible, inclusive and oriented towards improving the in-person experience.
- Culture Builder as a “bridge”: a figure that connects people, places and institutions, making cultural micro-actions replicable in the territories.



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- Open-Air Museum as a widespread experience: it enhances everyday spaces and landscapes, increasing accessibility and participation.
- Learning-by-doing: practical formats (workshops/pilot actions) are the most effective for developing skills.
- Community impact: collaboration, active citizenship, belonging and sustainable local development as the most expected results.
- Consistency with Open Air Center: the topics are consistent with the discussions that emerged in the community/forum, where sustainability, participation, digital innovation and the mediation role of the Culture Builder recur.

Conclusions and recommendations

Conclusion

The qualitative evidence collected confirms the interest and relevance of the model: the figure of the Culture Builder is perceived as useful for activating communities and making cultural enhancement more participatory; the Open-Air Museum approach is effective in connecting heritage and daily life, with expected social and territorial impacts.

Recommendations

- Make the Culture Builder profile operational and easily transferable (role, tasks, examples of micro-actions).
- Prioritize practical and situated training (laboratories, field activities, real cases).
- Take care of accessibility and inclusion: digital must simplify and expand participation, not create barriers.
- In dissemination, enhance the aspects of community impact (belonging, collaboration, active citizenship).

Attachments

- ☐ Common interview/focus group template.
- ☐ Common data collection template.
- ☐ National qualitative evidence collected by partners in their respective countries.