TASK 1. INFORMATION WITH INDICATION OF EXPECTED RESULTS. ESTABLISHMENT OF ACTIVITIES, OBJECTIVES, RESPONSABILITIES AND DEADLINES

ORANGE: CREATIVITY, INNOVATION & TECHNOLOGY PROJECT
Erasmus+ Programme 2014-2020
KNOWLEDGE ALLIANCE 2018

01 DE JULIO DE 2019
PREPARED BY MEUS
WP 9. VALIDATION AND QUALITY

Content

1. WORK PAGKAGE DESCRIPTION

WP No. 3: Multimedia

The creative value chain presented by UNESCO in 2016 represents the sequence through which content is transformed into goods and services: CREATION → PRODUCTION → DISTRIBUTION → COMMERCIALIZATION → CONSUMPTION, all of them mediated and accompanied by education and preservation of heritage.

This WP aims to identify and define the creative industries sector at all stages of the process and promote their development through technical management modeling, advice and training of future professionals. It will promote innovation in products, services and processes to offer added value that responds to the needs of cities.

Therefore, this WP seeks to acquire the analysis and design thinking tools to better take advantage of the opportunities that hide in the paths to the knowledge that constitute the arts, media and functional creations. It will also attend the processes of promotion and commercialization of an intellectual product and entrepreneurship.

THE GOALS OF WP3:

1. Develop creative elements about the cultural realities detected in WP2. In particular, from each city associated with the project, 2 cultural realities will be represented on the platform (WP6) through 6 different types of creative elements.

2. Creation of 6 courses for the development of technical skills.

3. Explore the different ways of exploiting creative elements, developed on the cultural realities of a city and converting them into goods and services through sustainable economic models (socially and environmentally).

2. EXPECTED RESULTS

R3.1: Development of 6 types of creative elements (multimedia) and 12 cultural realities

Through 6 types of multimedia elements, 12 cultural realities from 6 cities participating in the project (2 per city) will be represented. These creative elements will be hosted on a platform that will result in a virtual world.

R3.2: Creation of 6 technical skills training courses

According to the 6 types of creative elements developed, 6 courses will be created to develop the technical skills that are required for the creation of each of these.

R3.3: Business models for creativity

The result of this WP is to define the creative value chain through the sequence of steps: CREATION → PRODUCTION → DISTRIBUTION → MARKETING → CONSUMPTION; And modeling the business models at each stage by building the basement of the elements to be implemented in the platform (WP6) and the processes to be transformed into training resources (WP4) These defined processes, goods and services will be implemented as paths within the PLANET ORANGE so that the previous cultural realities of the WP are identified and chosen, and creative products are generated, which can be translated to the virtual platform.

1. ACTIVITIES, RESPONSABILITIES AND DEADLINES.

Task: T3.1 WP information with an indication of expected results. Determination of the functions of each partner belonging to WP3

Activity T3.1-A1
Determine the capacities for the development of creative elements that each partner has.

Responsibility: WP3

Deadline: 20th January 2019

Task: WP information with an indication of expected results

Dependencies with other WP: None

Activity T3.1-A2
Establishment of activities, objectives, responsibilities and deadlines.

Responsibility: CEIPA

Deadline: 22th April 2019

Task: WP information with an indication of expected results

Dependencies with other WP: None

Task: T3.2 Creation of the 6 creative elements

Each of the partners that belong to the WP3 (UPV, GM Studio, Materahub, CEIPA) and according to their capacity will select a cultural or natural reality of the selected cities (Gandía, Matera, Larissa, Barranquilla), and they will elaborate a multimedia element on that reality.

Activity T3.2-A1
Selection of the cultural reality of each city and the type of creative element that each partner will develop according to their capacity.

Responsibility: WP3

Deadline: 20th July 2019

Task: Creation of the 6 creative elements
Dependencies with other WP: WP2

<u>**Activity T3.2-A2**</u>
Creation of the creative element by each partner.
Responsibility:
Photo -> UPV
Video -> GM STUDIO
Comic -> MATERAHUB
Animation -> CEIPA

Deadline: 20th July 2019
Task: Creation of the 6 creative elements
Dependencies with other WP: None

<u>**Activity T3.2-A3**</u>
Socialization and approval of the creative element developed.
Responsibility: WP3
Deadline: 20th July 2019
Task: Creation of the 6 creative elements
Dependencies with other WP: None

Task: T3.4 Complete the 6 types of creative elements

After creating the first 4 creative elements, the two missing ones will be developed, corresponding to the cities of Novi Sand and Kranj. For the development of these, an already created multimedia format (photo, video, animation, comic) will be used.

<u>**Activity T3.4-A1**</u>
Representation of the cultural realities of Kranj and Novi Sad.
Responsibility: Kranj y Novi Sad

Deadline: 20th January 2020
Task: Complete the 6 types of creative elements.
Dependencies with other WP: None

Activity T3.4-A2

Selection of the cultural reality of the two cities and the type of creative element through which they will represent it.

Responsibility: Kranj y Novi Sad

Deadline: 20th January 2020

Task: Complete the 6 types of creative elements.

Dependencies with other WP: None

Activity T3.4-A3

Creation of the creative element.

Responsibility: Kranj y Novi Sad

Deadline: 20th January 2020

Task: Complete the 6 types of creative elements.

Dependencies with other WP: None

Activity T3.4-A4

Socialization and approval of the creative element developed.

Responsibility: Kranj, Novi Sad y WP3

Deadline: 20th January 2020

Task: Complete the 6 types of creative elements.

Dependencies with other WP: None

Task: T3.5 Development of two types of creative elements (New)

Development of two new types of creative elements to represent the cultural realities of cities.

Activity T3.5-A1

Determine with the partners which will be the additional two types of creative elements that will be developed and who can do so. Each partner will propose at least three different format that will be evaluated within the framework of O-City Platform (server, user interface, supported formats)

Responsibility: WP3

Deadline: 28th November 2020

Task: Development of two types of creative elements (New)

Activity T3.2-A2

Selection of cultural realities for the development of the two new types of creative elements.

Responsibility: WP3

Deadline: 28th November 2020

Task: Development of two types of creative elements (New)

Dependencies with other WP: WP2

Activity T3.2-A3

Creation of the two new types of creative elements.

Responsibility: WP3 (Specifically, the two partners that will do the development)

Deadline: 20^thJanuary 2020

Task: Development of two types of creative elements (New)

Dependencies with other WP: WP6

Activity T3.2-A4

Internal Dissemination: Socialization and approval of the two new types of creative elements developed.

Responsibility: WP3

Deadline: 22th January 2020

Task: Development of two types of creative elements (New)

Dependencies with other WP: None

Task: T3.6 Representation of the second cultural reality of cities

Each of the partners that belong to the WP3 (UPV, GM Studio, Materahub, CEIPA) and according to their capacity will select the second cultural or natural reality of the cities (Gandía, Matera, Larissa, Barranquilla) and will elaborate a creative element.

Activity T3.6-A1

Selection of the cultural reality of each city and the type of creative element that each partner will develop according to their capacity.

Responsibility: WP3

Deadline: 9th July 2020

Task: Representation of the second cultural reality of cities.

Dependencies with other WP: None

Activity T3.6-A2
Creation of the creative element.
Responsibility: WP3
Deadline: 9th July 2020
Task: Representation of the second cultural reality of cities.
Dependencies with other WP: None

Activity T3.6-A3
Internal Dissemination: Socialization and approval of the creative element developed.
Responsibility: WP3
Deadline: 9th July 2020
Task: Representation of the second cultural reality of cities.
Dependencies with other WP: None

Task: T3.7 Creation of six courses to develop technical skills

After having the creative element developed, each partner must create a course that allows the development of the skills required to develop it

Activity T3.7-A1
Each partner must develop a thematic structure for the course according to the creative element developed.
Responsibility: WP3
Deadline: 30th Nov 2019
Task: Creation of six courses to develop technical skills.
Dependencies with other WP: WP4

Activity T3.7-A2
Socialization and approval of the thematic structure. The thematic structures defined by each partner will be discussed for later approval.
Responsibility: WP3
Deadline: 30th Nov 2019
Task: Creation of six courses to develop technical skills.
Dependencies with other WP: None

Activity T3.7-A3

After approving the thematic structures of the courses, how these themes will be shown to the users must be defined. This task will be performed within the framework of the course structure that has been proposed for O-City Project.

Responsibility: WP3, WP4

Deadline: 17th January 2019

Task: Creation of six courses to develop technical skills.

Dependencies with other WP: WP4, WP5

Task: T3.8 Business models derived from the 6 types of creative elements

Activity T3.8-A1

Training for the use of: Creative Project CANVAS.

Responsibility: WP3, Matera Hub

Deadline: 11th December 2019

Task: Business models derived from the 6 types of creative elements.

Dependencies with other WP: WP5

Activity T3.8-A2

Each partner must propose a business model (using CANVAS) for each type of creative element developed.

Responsibility: WP3, WP5

Deadline: 17th January 2019

Task: Business models derived from the 6 types of creative elements.

Dependencies with other WP: WP5

These activities are summarized in

Table 1**.**

WP3	Task	Responsible	Dependencies other WP	2019												2020							
				1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8
T3.1	WP information with an indication of expected results. Determination of the functions of each partner belonging to WP3	WP3	None																				
T3.1-A1	Determine the capacities for the development of creative elements that each partner has.	WP3	None	■																				
T3.1-A2	Establishment of activities, objectives, responsibilities and deadlines.	WP3-CEIPA	None				■																	
T3.2	Creation of the 6 creative elements	WP3																						
T3.2-A1	Selection of the cultural reality of each city and the type of creative element that each partner will develop according to their capacity.	WP3	WP2							■														
T3.2-A2	Creation of the creative element by each partner.	WP3	None							■														
T3.2-A3	Socialization and approval of the creative element developed	WP3	None							■														
T3.4	Complete the 6 types of creative elements	WP3																						
T3.4-A1	Representation of the cultural realities of Kranj and Novi Sad.	Kranj and Novi Sad	WP2												■								
T3.4-A2	Selection of the cultural reality of the two cities and the type of creative element through which they will represent it.	Kranj and Novi Sad	WP2												■								
T3.4-A3	Creation of the creative element.	Kranj and Novi Sad	None												■								
T3.4-A4	Socialization and approval of the creative element developed.	Kranj, Novi Sad and WP3	None												■								
T3.5	Development of two types of creative elements (New)	WP3																						
T3.5-A1	Determine with the partners which will be the additional two types of creative elements that will be developed and who can do so. Each partner will propose at least three different format that will be evaluated within the framework of O-City Platform (server, user interface, supported formats).	WP3	None												■								
T3.2-A2	Selection of cultural realities for the development of the two new types of creative elements.	WP3	WP2												■								
T3.2-A3	Creation of the two new types of creative elements.	WP3	None												■								
T3.2-A4	Internal Dissemination: Socialization and approval of the two new types of creative elements developed.	WP3	None												■								
T3.6	Representation of the second cultural reality of cities	WP3																						
T3.6-A1	Selection of the cultural reality of each city and the type of creative element that each partner will develop according to their capacity.	WP3	WP2																			■	

ID	Description	WP	Dependency	Timeline
T3.6-A2	Creation of the creative element.	WP3	None	
T3.6-A3	Internal Dissemination: Socialization and approval of the creative element developed.	WP3	None	
T3.7	**Creation of six courses to develop technical skills**	WP3		
T3.7-A1	Each partner must develop a thematic structure for the course according to the creative element developed.	WP3	WP4	
T3.7-A2	Socialization and approval of the thematic structure. The thematic structures defined by each partner will be discussed for later approval.	WP3	WP4-WP3	
T3.7-A3	After approving the thematic structures of the courses, how these themes will be shown to the users must be defined. This task will be performed within the framework of the course structure.	WP3-WP4	WP4	
T3.8	**Business models derived from the 6 types of creative elements**	WP3		
T3.8-A1	Training for the use of: Creative Project CANVAS.	WP3 MateraHub	None	
T3.8-A2	Each partner must propose a business model (using CANVAS) for each type of creative element developed.	WP3	None	

Table 1 Activities from WP3

a. IMPORTANT QUESTIONS TO BE ANSWER.

WP6 is related with the following WP:
- WP2. Discovering Culture for development
- WP4. Innovative Educational Toolkit
- WP6. Orange planet platform

From WP2 it is needed the Phase I and Phase II sheets.
From WP6 It is necessary to know how the environments and behavior of the platform will be in order to elaborate the creative elements and training plans.
From **WP4** it is needed the format of the training modules (Technical skills) and its structure.

2. Do you consider we need to know something else?

A table of the activities should be done for each package in order to control the WP development (similar to

Table 1).

It is important to upload to admin Project all the documents generated from these activities.

It would be convenient to create a task in admin Project for each activity.