



Plateforme Régionale d'Innovation



Creative Europe – Developing a small-scale European collaboration project

Statement of intent

The Issues

Visitor expectations in the domain of culture and tourism have undergone a considerable transformation. Intent on playing an increasingly active role, visitors now seek realistic experiences when they visit heritage sites. Digital technology offers many opportunities to meet these expectations and to place users at the heart of the mediation system.

The PRI IDEV « Innovating and Designing Visit Experiences »

With the support of the Pays de la Loire region and Fontevraud Abbey, the "Innovating and Designing Visitor Experiences" (IDEV) Regional Innovation Platform is a collaboration system for incubating and developing new offers for visitors with the help of digital innovations.

The IDEV brings together tourist destinations and sites (Fontevraud Abbey, the city of Angers and the Château des Ducs de Bretagne in Nantes), digital companies and institutions (Axians, Cent Millions de Pixels, MG Design), schools and universities (Angers ITBS).

The Fontevraud Abbey

Fontevraud Abbey is a major site in the Loire Valley, attracting nearly 200,000 visitors each year.

Over several years it has developed an ambitious project to adapt digital tools to mediation activities (multitouch table, Ipad visits, etc.).

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The Project

The Platform is part of a strategy to innovate heritage and tourism activities. IDEV has a dedicated team based at Fontevraud Abbey. Its focuses on:

- Discovering new digital systems: presentation, testing, rental, training.
- Establishing networks of players in the fields of culture, tourism and digital technology.
- Monitoring tourism and cultural projects using new digital systems.
- Assisting and promoting research projects.
- Developing trade awareness: study days, symposiums, etc.

IDEV and Creative Europe

The Creative Europe programme was launched by the European Union in December 2013. The actions of the IDEV correspond to several of its priority developments:

- Promoting sharing of experiences and know-how, networking
- Professionalization / digitization of cultural and creative industries
- Adapting ICTs to visitor experiences
- Catering culturally under-privileged populations

It will particularly foster the development of small-scale collaboration projects that bring together, around a leading institution, 2 European institutions from 2 different countries.

Support for this type of project will amount to 60% of the total cost of the project, with an aid ceiling of €200,000.

Call for Partners

In this context, we invite you to constitute a European network for Innovating and Designing Visitor Experiences. This collaboration can take the form of:

- Workshops
- Co-development of programmes for innovation, symposiums, training offers.
- A shared monitoring system and implementation of a European network.

Participation involves a financial commitment to enable the implementation of collaboration actions.

The financial commitment or minimal man-time for each participant will be set at €25,000.

Calendar of Partner Responses

- **Before 27 January 2014** – Declaration of Intent
- 27 January – 20 February March 2014 – Discussions - Negotiations
- Before 3 March 2014 – constitution of complete application file

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