



HIGHRES

# Methodological Framework & Training Pathway



WP3 Report



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# Presentation

This document aims to present the advances made so far within the scope of Work Package No. 3 (WP3) of the HIGHRES Project - Helping Intangible Heritage RESilience through Storytelling (ERASMUS + 2023-1-LV01-KA220-ADU-000160743).

Aligned with the overall objectives of HIGHRES, which seeks to develop a methodology for creating digital narratives to enhance Intangible Cultural Heritage (ICH), WP3 aims to establish a common methodology for creating these digital narratives. Based on the developed methodological framework, a training path will be devised aimed at training interested parties, considering specific training needs and the local context.

The methodological approach for the construction of this document was based on the stages previously developed by the project, especially the creation of the Good Practices Manual, which provided a detailed diagnosis of training needs, based on data collected from participating institutions.

Moreover, the discussions held by the HIGHRES team, in face-to-face and online meetings, significantly contributed to the structuring of the document. In these meetings, an informative survey was applied in which each partner shared their perspectives on intangible heritage, storytelling, and community participation, considering the context of each country involved in the project: Italy, Latvia, the Netherlands, Portugal, and Spain.

A comprehensive bibliographic and documentary review was also carried out, including manuals, courses, and methodologies already developed in different global contexts, as well as academic and practical knowledge from researchers and storytellers. The developed methodology seeks to enable any local community to identify, construct, and share digital narratives about Intangible Cultural Heritage (ICH), encouraging cultural tourism and rural development.

This document is organized into three parts:

## 1. Proposal Framework

Presents the main guiding lines of the proposal, concepts, and practical examples for the creation of the methodological and training structure, on the promotion of digital narratives about Intangible Cultural Heritage (ICH) in rural communities.

## 2. Methodological Structure

Details the step-by-step methodology to be employed for the implementation of the training path, divided into five main stages:

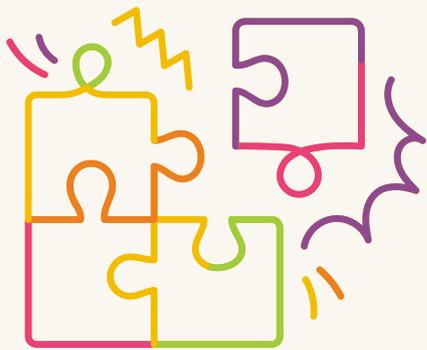
- Community mobilization, training, and innovation
- Creation and recording of digital narratives
- Promotion and integration with sustainable development
- Principles for training actions
- Monitoring and impact evaluation

# Presentation

## 3. Training Pathway Structure

Proposes a training structure based on the modules defined by the project, with suggestions of content and activities for each module. This pathway serves as a guiding framework, and the participatory methodology anticipates that the modules and activities will be developed in collaboration with the target community, based on their needs, considering prior knowledge and the local context.

It is worth noting that, based on the structure generated in WP3, training materials will be developed in WP4, which will be adapted and made available on an open-access Training Platform in WP5. This way, local communities, cultural institutions, and educators will have access to training content, enabling continuous capacity building and the enhancement of Intangible Cultural Heritage (ICH) at the local and regional levels.



Chapter 1:

# Conceptual Framework

# 1. Conceptual Framework

The preservation of cultural heritage and the sustainable development of communities have driven initiatives that value local identities, strengthen social cohesion, and encourage sustainable development. Globally, projects with varied methodological approaches aim to achieve these goals, emphasizing ethical and innovative principles that enable communities to recognize, appropriate, and value their own cultural heritage.

In this context, the “Helping Intangible Heritage Resilience through Storytelling” (HIGHRES), a European project funded by the Erasmus+ Program, aims to equip rural communities with the necessary skills to understand, preserve, transmit, and promote their Intangible Cultural Heritage (ICH) through digital narratives. By leveraging the power of digital storytelling, HIGHRES seeks to create opportunities and address inequalities in rural areas. The consortium includes six partners from five different countries, representing diverse cultural contexts within the EU, including Southern Europe (Spain, Portugal, and Italy), Central Europe (the Netherlands), and Eastern Europe (Latvia).

The HIGHRES proposes a methodological framework that uses digital narratives for the preservation of Intangible Cultural Heritage (ICH). The model aims to empower European rural communities to record and share their knowledge and traditions through digital technologies, promoting digital inclusion and fostering a culture of innovation. The proposal integrates an interdisciplinary approach with anthropology, social sciences, communication, cultural studies, history, museology, technology, and innovation, with an emphasis on ethics and participatory management. In this way, the proposal aims to train professionals and community leaders to create digital narratives that value cultural knowledge, aligning with the Sustainable Development Goals (SDGs) of the United Nations 2030 agenda, which promote the development of digital skills and the preservation of intangible heritage.

Projects and actions identified in the Good Practices Handbook, developed in the first phase of HIGHRES, focused on the identification, participatory management, digital storytelling, and promotion of ICH, provide valuable insights and methodologies for stakeholders to adapt and implement in their specific contexts and are used as examples and references throughout this document. (HIGHRES, 2024)

Among the exemplary projects, we can highlight “Raíces: Empowering Community Narratives Through Collaborative Art” in Spain, which empowers community narratives through collaborative art, and “The National Holocaust Museum: Digital Storytelling for Historical Preservation” in the Netherlands, which uses digital storytelling for historical preservation. The “Araisi Ezerpils Archaeological Park: Integrating Legends and Archaeology for Cultural Tourism” project developed in Latvia, integrates legends and archaeology to promote cultural tourism by revitalizing interest in local traditions. Another example from Latvia is “Aluksne Banitis Station: Preserving Heritage Through Multimedia Storytelling”, which uses multimedia storytelling to preserve railway history, demonstrating how digital innovation can revitalize cultural heritage and strengthen the communities’ bond with their past.

## 1.1 Intangible Cultural Heritage and Community Participation

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Intangible Cultural Heritage (ICH) encompasses traditions, social practices, and knowledge transmitted between generations, constituting a living cultural heritage. Its preservation requires the active participation of the communities themselves, respecting their diversity and specificities. Guidelines such as the Faro Convention (Council of Europe, 2005) and the 2003 UNESCO Convention (UNESCO, 2003) highlight the use of digital technologies to broaden access and awareness of cultural heritage, promoting educational and training practices that place community participation at the center.

The preservation of ICH involves continuity and reinvention, as discussed by theorists such as Pierre Nora, Stuart Hall, and Clifford Geertz. (Geertz, 1996; Hall, 2006; Nora, 1993) Traditions gain new meanings as they are transmitted and adapted. Two notable examples, both Italian, are the “Alberi di Maggio: Revitalising Traditional Music and Crafts Through Digital Media” project, which revitalizes traditional music and crafts through digital media, and the “Il Filò delle Agane’: Preserving Oral Traditions Through Community Storytelling”, which preserves oral traditions with community storytelling. These projects exemplify how digital recording helps in preserving and renewing traditions. Another example that seeks to articulate these concepts is the “Museum in the Village: Connecting Rural Communities with Cultural Institutions” project, which connects rural communities to cultural institutions, expanding access to knowledge and promoting the appreciation of local culture. The “Corvo Ecomuseum: Engaging Communities in Heritage Preservation and Education” involves communities in heritage preservation and education, showing that by sharing their traditions digitally, communities keep their culture alive. Both projects are developed in Portugal.

## 1.2 Ethics and Copyrights

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Respect for copyright and ethical commitment are essential in the use of digital tools for intangible heritage. Ethical practices include obtaining informed consent from those involved, respecting the integrity of the stories, and protecting collective rights. Training on digital ethics and copyright is part of the course, ensuring that the production of narratives respects cultural heritage and prevents the misuse of information. This perspective aligns with the Faro Convention on the Value of Cultural Heritage for Society, which highlights the importance of community involvement in safeguarding cultural heritage. (Council of Europe, 2005)

Additionally, the European Convention for the Protection of the Archaeological Heritage (Revised) (Council of Europe, 1992) and the European Union Directive 2019/790 on copyright in the Digital Single Market (European Union, 2019) guarantee the protection of creators’ rights and recognize the vital role of local communities.

The “Europeana” project is an example of this ethical approach. (Europeana, [s.d.]) The European digital platform of cultural archives follows strict copyright standards, providing guidelines for the cataloging and use of digital cultural content, ensuring that cultural heritage is shared with respect for its creators and holders.

## 1.3 Digital Narratives and Intangible Cultural Heritage and Sustainable Development

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Digital narratives and storytelling can play a crucial role in valuing and preserving Intangible Cultural Heritage (ICH), also contributing to sustainable development. Digital Storytelling represents the modern evolution of the art of storytelling, using digital tools to create immersive experiences that transport the audience to significant moments and traditions of different communities. (Falk & Gyuri, 2023)

The use of digital narratives complements this proposal by enabling effective and engaging communication through stories told in multimedia formats such as videos, podcasts, and interactive posts. These narratives help convey values, inspire change, and strengthen the connection with both internal and external audiences, making innovation and participation a fundamental part of the process.

When applied to ICH, especially in rural areas, digital storytelling allows for the recording and dissemination of local stories, ensuring that traditions and knowledge are widely preserved and shared. This approach strengthens the autonomy of communities, enabling them to tell their own stories and renew the importance of their cultural heritage in an innovative way. This appreciation not only promotes cultural diversity but also fosters sustainable practices by integrating culture, technology, and economic development, connecting cultural heritage to new generations and diverse audiences.

Projects like the Dutch “Spotting Intangible Heritage: Increasing Public Awareness with QR Codes” use QR codes to raise public awareness about traditions, exemplifying how new technologies can connect cultures to new audiences and contexts. The project “Vientos del Tiempo: Reviving Oral Traditions Through Theatre and Digital Media” in Spain illustrates the impact of these initiatives, reviving oral traditions through theatre and digital media, connecting the intangible culture of communities with the present and stimulating tourism and cultural interest.

## 1.4 Participatory Methodology and Community Empowerment

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This proposal adopts participatory methodologies, based on heritage education and collective construction, promoting dialogue between cultural actors and local communities. Inspired by Paulo Freire’s transformative education, the methodology encourages the critical development of participants, promoting a process of dialogue and exchange in which they become active agents of knowledge. (Freire, 2014) Thus, it is necessary for individuals and collectives involved to participate effectively in decision-making dynamics and, more than that, to act in a way that dialogues and supports everyone’s actions throughout the process. (Antonioli, 2014) This involvement strengthens social cohesion and promotes democratic participation. Additionally, the methodology includes training in digital skills, based on authors such as Jorge La Ferla and Pierre Lévy. (La Ferla, 2009; Lévy, 2003) Cultural innovation applied to digital narratives strengthens the role of communities in heritage preservation, democratizing access to knowledge and stimulating the creation of sustainable content.

This proposal also adopts the concept of “Culture of Innovation”, which, combined with participatory management, refers to an organizational environment where innovation, creativity and collaboration are encouraged, allowing all team members and stakeholders to contribute ideas and solutions to the challenges faced. (Eid & Forstrom, 2021) This approach promotes a sense of belonging, increases engagement, and enhances the capacity for adaptation and growth.

## Conclusion

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The project proposes a methodological framework to train adults in rural areas to use digital tools critically and informedly, creating economic and social opportunities. This approach not only preserves Intangible Cultural Heritage (ICH) but revitalizes it through innovation, promoting sustainable development and digital inclusion. By combining a culture of innovation, ethics, and copyright, the project establishes a solid foundation for the appreciation of heritage, connecting local traditions with a future vision. Thus, communities become protagonists of their cultural heritage, actively participating in the construction of a more inclusive and diverse society.



Chapter 2:

# Methodological Framework

## 2. Methodological Framework

The methodology proposed here will follow a practical, step-by-step approach, where, with the collaboration of all partners, a digital narrative will be produced from a specific intangible cultural heritage, focusing on community participation, ethics, and the culture of innovation for sustainable development.

The methodology employed is centered on collaborative and participatory methodologies, with community participation as a fundamental point of the approach. Generally, intangible cultural heritage only finds meaning through its recognition by the community to which it belongs. It is through the individuals that compose it that cultural manifestations considered relevant are indicated. These people can look to the past and the future they desire and perceive which cultural manifestations are important and representative, what knowledge forms that collective. This approach also involves underlying ethical issues, particularly in ensuring that the recognition and appreciation of cultural heritage is an inclusive process, helping to recognize and celebrate the diversity of the society it encompasses, and cannot be used as a tool of segregation, prejudice, or hate.

Thus, whenever the goal is to value cultural diversity and strengthen local identities, it is fundamental that strategies and initiatives are built collectively. Considering training processes, community participation must be present in the formulation, implementation, and execution, to encourage collective construction, which understands knowledge and cultural references as the result of collective, social, and community processes. It is this sense of belonging that will allow people to recognize themselves in the initiatives, ensuring that these initiatives respond broadly and comprehensively to the needs and conceptions of the communities in which they are inserted. (Florêncio et al., 2014)

Thus, to create a participatory methodological framework that involves the local community in creating digital narratives about intangible cultural heritage and at the same time promotes sustainable development, five main stages are proposed:



Each of these stages involves activities that allow the active participation of residents, the use of accessible technologies, and the appreciation of local culture, as well as a positive impact on community development.

## Step 1: Community Mobilization, Training, and Innovation

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### Objective

Engage the local community from the beginning of the process, valuing prior knowledge about intangible cultural heritage and digital narratives, for training in digital technologies.

### Stages

#### **1. Sensitization and Identification of Local Partners**

Hold community meetings and events to present the project and raise awareness among residents about the importance of intangible cultural heritage. Identify local partners such as schools, NGOs, cultural associations, and community leaders.

#### **2. Formation of Collaborative Groups**

Create focus groups that represent local diversity. These groups can include knowledge masters, youth, educators, artisans, and other members who deal with cultural heritage in the region.

#### **3. Training in Participatory Management and Innovation Culture**

Offer training in management and innovation culture so that the community can manage activities and actions independently and sustainably. This includes notions of participatory management, communication, and project management.

#### **4. Training in Digital Tools**

Offer training for the community in audio, video, and digital content editing tools, prioritizing the use of accessible equipment (smartphones, simple recorders, and free software). The goal is to ensure that participants can create and edit their narratives.

#### **5. Training in Copyright and Cultural Data Management**

Include training on the ethical use of information, copyright, and intangible heritage protection. This is fundamental to ensure respect and preservation of local culture.

### Step 2: Creation and Recording of Digital Narratives

### Step 3: Promotion and Integration with Sustainable Development

### Step 4: Principles for Training Actions

### Step 5: Project Monitoring and Evaluation

## Step 1: Community Mobilization, Training, and Innovation

## Step 2: Creation and Recording of Digital Narratives



### Objective

Facilitate the collaborative creation of digital narratives that express local cultural values, traditions, and memories.

### Stages

#### 1. Collection of Stories and Tradition

Organize workshops and field activities where participants can share and record stories, cultural practices, and traditions. Encourage the use of interviews, photographs, recordings, and videos that represent local cultural diversity.

#### 2. Construction of Visual and Sound Narratives

Based on the collected material, guide participants in constructing digital narratives that authentically and engagingly represent intangible heritage. These narratives can be developed as documentary videos, audio (podcasts), virtual exhibitions, among other formats.

#### 3. Community Curation and Editing

Conduct a participatory curation process where the community itself reviews and selects the materials to be shared. This helps ensure that the final stories reflect the local perspective and identity.

#### 4. Validation and Respect for Traditions

Before publication, ensure that all digital content has the approval of the involved community members and aligns with local values and traditions.

#### 5. Creation of Open Access and Collaborative Platforms

Create a collaborative storytelling platform to develop a digital repository of local culture, where participants themselves publish their stories.

## Step 3: Promotion and Integration with Sustainable Development

## Step 4: Principles for Training Actions

## Step 5: Project Monitoring and Evaluation

Step 1: Community Mobilization, Training, and Innovation

Step 2: Creation and Recording of Digital Narratives

## Step 3: Promotion and Integration with Sustainable Development

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### Objective

Enhance digital narratives as an asset for sustainable tourism, education, and the appreciation of local culture.

### Stages

#### **1. Develop and Articulate Communication and Dissemination Programs**

Use the developed storytelling platform, integrated with social networks, websites, and apps, to promote access to generated content. Also, consider physical spaces in the community (museums, cultural centers) for local exhibitions and events.

#### **2. Development of Cultural and Tourism Programs**

Integrate digital narratives into the development of projects, actions, programs, and sustainable tourism routes, where visitors can respectfully and interactively learn about local culture.

#### **3. Creation of Networks and Partnerships**

Connect the community to sustainable development and tourism networks and institutional partners, promoting cultural exchange and strengthening the local economy. These partnerships can include educational institutions, cultural organizations, and companies interested in promoting responsible tourism.

Step 4: Principles for Training Actions

Step 5: Project Monitoring and Evaluation

Step 1: Community Mobilization, Training, and Innovation

Step 2: Creation and Recording of Digital Narratives

Step 3: Promotion and Integration with Sustainable Development

## Step 4: Principles for Training Actions

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### Objective

Enhance interaction and training actions for knowledge reciprocities among those involved.

### Stages

#### 1. Dialogical Education

Encourage exchanges and discussions at all stages of the course, valuing the participants' knowledge.

#### 2. Collaborative Learning

Work in groups on activities that encourage the exchange of ideas.

#### 3. Case Studies and Practice

Use real case studies and create practical activities.

#### 4. Technology and Digital Tools

Introduce accessible tools for producing digital narratives and projects.

#### 5. Creation of Open Access and Collaborative Platforms

Focus on innovative practices for documenting and preserving cultural heritage.

#### 6. Practical and Collaborative Learning

Create a storytelling platform with digital tools and innovative strategies.

#### 7. Continuity Incentive

Promote ongoing community projects for maintaining and valuing local culture.

#### 8. Continuous and Processual Evaluation

Allows for monitoring from the beginning of the training, enabling necessary adjustments and corrections throughout the process.

Step 5: Project Monitoring and Evaluation

Step 1: Community Mobilization, Training, and Innovation

Step 2: Creation and Recording of Digital Narratives

Step 3: Promotion and Integration with Sustainable Development

Step 4: Principles for Training Actions

## Step 5: Project Monitoring and Evaluation

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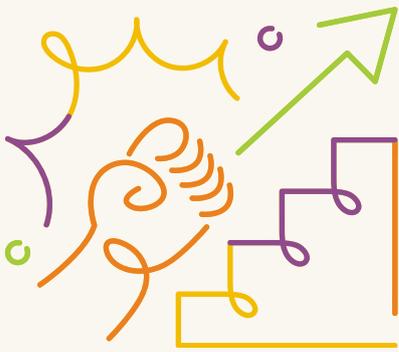


### **1. Establish Impact Indicator**

Evaluate the effect of the proposed activities on the community, whether the developed digital narratives had community participation and contributed to preserving culture and local sustainable development.

### **2. Implementation**

After completing the training, it is recommended that professionals develop pilot projects, applying the methodology and receiving technical support to improve the creation of digital narratives.



Chapter 3:

# Training Pathway

# 3. Training Pathway

The HIGHRES training pathway consists of six modules, as outlined in preliminary discussions with partner institutions. These modules cover key areas of the process of creating and promoting digital narratives about intangible cultural heritage in rural communities.



### Module 1

Identification and Cataloging of Intangible Cultural Heritage in Rural Areas



### Module 2

Collaborative Management and Community Engagement



### Module 3

Promotion of a culture of innovation and creativity



### Module 4

Construction of Narratives about Intangible Cultural Heritage



### Module 5

Technical Aspects of Digital Narratives



### Module 6

Promotion of Intangible Cultural Heritage on Digital Platforms

The final structure of the training pathway has been defined with a multidisciplinary approach, in collaboration with target groups (rural communities, cultural institutions, and adult education providers), ensuring that the training materials meet the concrete needs of these audiences.

This training pathway structure aims to provide a foundation for the creation of the online course that will be developed in the next stages of the project, with the creation of the course on the platform. However, what is presented here is a proposal for a hybrid Training Course (in-person and online) that can be used by the community to facilitate in-person training, giving communities the freedom to operate according to their conditions and needs.

# Training Pathway Design

## Course:

Intangible Cultural Heritage and Digital Storytelling for Rural Communities

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### Course Structure

**Total Duration:** 90 hours

**Format:** In-person and/or online (synchronous)

**Target Audience:** Community leaders, managers, teachers, youth, artisans, farmers, and other members of rural communities.

**Modules:** 6 modules

### General Objective

To train leaders and members of rural communities to identify, document, and disseminate their intangible cultural heritage using digital narratives and storytelling, and practices of sustainable development, ethics, and innovation, to strengthen local identity, promote community participation, and value cultural diversity.

### Methodology

#### Lectures

Conducted in person or online, with recordings for later access, covering the theoretical basis of each module.

#### Case Studies

Analysis of successful national and international projects on intangible cultural heritage and the use of digital narratives, highlighting participatory management and sustainable development.

#### Practical Workshops

In-person sessions for practicing and experimenting with storytelling techniques, creating digital narratives, and innovation tools.

#### Group Activities

Collaborative exercises for the construction of a final project.

#### Lectures and Round Tables

Invited guests from various fields, such as cultural managers, community representatives, heritage experts, ethics, innovation, and sustainable development specialists, among others.

#### Continuous Assessment

Constant feedback throughout the course with weekly activities and discussions.

# Module 1:

## Identification and Cataloging of Intangible Cultural Heritage in Rural Areas



Duration: 15 hours

### Objective

Understand concepts of intangible heritage and cultural diversity, highlighting their relevance for strengthening rural communities.

### Syllabus

#### **Introduction to Intangible Cultural Heritage**

Exploration of definitions and the importance of cultural heritage in building community identity and cohesion.

#### **Concepts and Categories of Intangible Heritage**

Approach to the various types of intangible heritage, such as festivals, dances, rituals, and traditional knowledge.

#### **Conventions and Preservation Policies**

Study of international conventions and policies aimed at preserving intangible cultural heritage (ICH).

#### **Preservation and Appreciation of ICH in the Contemporary World**

Reflection on the challenges and possibilities of preserving ICH in a globalized context.

#### **Ethics and Copyright in ICH**

Discussion on ethics in cataloging and preserving cultural practices, focusing on copyright and intellectual property protection.

#### **Case Studies**

Practical examples of intangible cultural manifestations in rural areas, highlighting their relevance and preservation methods.

#### **Cataloging and Appreciation Techniques**

Methodologies and tools for identifying, documenting, and valuing local cultural manifestations.

### Activities

#### **Group Dynamic**

Exercises to identify and map local cultural elements and intangible heritage, as identified by the community itself.

#### **Discussion and Conversation Circles**

Exchange of experiences and knowledge about local traditions and cultural heritage, promoting collective reflection on the preservation and continuity of these knowledge.

## Module 2: Collaborative Management of Intangible Cultural Heritage and Community Involvement



Duration: 10 hours

### Objective

Train participants to engage the community in mapping, preserving, and valuing their intangible cultural heritage through participatory management, with an emphasis on innovation and digital narratives.

### Syllabus

#### 1. Community Participation and Cultural Mapping

- Concepts and practices of community participation in identifying and valuing cultural heritage.
- Techniques for collaborative mapping of intangible cultural elements (traditions, festivals, local practices).
- Digital and in-person tools for information collection (interviews, field visits, memory workshops).
- Strategies for community engagement in cultural narratives, strengthening the community's identity and visibility.

#### 2. Participatory Management and Ethics in Cultural Heritage Preservation

- Principles and importance of participatory management in intangible cultural heritage (ICH).
- Cultural rights, cultural property, and respect for the authenticity and autonomy of communities.
- Ethical and inclusive practices for cultural preservation and sustainable community development.

### Activities

#### Practical Workshops

Exercises to identify and map local cultural elements and intangible heritage, as identified by the community itself.

#### Case Study

Exchange of experiences and knowledge about local traditions and cultural heritage, promoting collective reflection on the preservation and continuity of these knowledge.

## Module 3: Promotion of a culture of innovation and creativity



Duration: 15 hours

### Objective

To Provide the Necessary Knowledge for Creating a Permanent Group Behavior that Fosters Innovation and Creativity. This module proposes an understanding of organizational forms that enable the welcoming of ideas, their analysis, and routing/implementation.

### Syllabus

#### 1. Introductory Elements

- Concepts of Culture of Innovation and Open Innovation.

#### 2. How to Organize an Activity Area to Foster a Culture of Innovation

- How to Organize an Activity Area to Foster a Culture of Innovation
- How to ensure the participation of employees, users, partners, and the public.
- How to ensure that each person's contribution is carefully received and analyzed for its applicability (immediate, reformulated, etc.).
- How to ensure the open sharing of results.

#### 3. Implementation Steps:

- How to promote initial and ongoing training (content, models, bibliography, etc.).
- Definition of organizational/motivational structure.
- Ways to ensure procedural transparency.
- How to manage a culture of innovation.

#### 4. Introduction to Digital Innovation Management Platforms

### Activities

#### Practical Workshops

Exercises in creativity and innovation, through the analysis of initiatives and the exchange of experiences, addressing real situations.

#### Discussion and Conversation Circles

Exchange of experiences and knowledge about innovation, promoting collective reflection.

## Module 4:

### Creating Narratives Around Intangible Cultural Heritage



Duration: 25 hours

#### Presentation

This module aims to equip participants with the necessary skills to document and disseminate intangible cultural heritage, valuing and preserving their stories through digital narratives.

#### Objective

To train participants to create captivating and representative narratives about intangible cultural heritage, using digital tools to record and disseminate their traditions and heritage.

#### Syllabus

##### 1. Introduction to Digital Narratives and Storytelling for Cultural Heritage:

- Concepts and structure of storytelling in the context of intangible heritage.
- Importance of digital narratives for the preservation and dissemination of cultural heritage.

##### 2. Formats and Tools for Digital Narratives:

- Formats: video, audio, photography, and text.
- Digital recording and editing tools (use of cell phones, apps).
- Techniques for creating interactive and immersive narratives.
- Good practices for creating and sharing digital cultural content.

##### 3. Construction of Digital Narratives:

- Techniques for collecting and organizing local stories.
- Simple digital tools for content production and postproduction.
- Introduction to digital preservation and storage practices.

#### Activities

##### Storytelling and Narrative Creation Workshops:

- Practical storytelling workshop, with the creation of narratives about local traditions.
- Exercises for constructing visual narratives that represent cultural practices.
- Exercises for recording personal and community members' stories.
- Practice with digital platforms for audio, video, and photography editing.
- Each participant will create a digital narrative about a cultural tradition from their community.

# Module 5:

## Technical Aspects of Digital Narratives



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**Duration:** 15 hours

### Presentation

This module seeks to present technical aspects to promote an accessible and intuitive digital space where the community can continuously share, preserve, and update their stories and cultural expressions, valuing local intangible heritage.

### Objective

To train participants in technical and strategic aspects for the creation and maintenance of a digital narrative platform. Promote community autonomy in using digital tools to preserve their traditions and stories.

### Syllabus

#### 1. Models of Platforms for Story Sharing:

- Analysis of digital storytelling platform models: blogs, social networks, and collaborative sites.
- Accessible tools and technologies for creating digital narrative spaces.

#### 2. Development and Creation of a Community Digital Storytelling Platform:

- Planning and creating an online platform (such as a collective blog or site) adapted to the community's needs.
- Technical setup of the platform: hosting, domain, and adaptive design.

#### 3. Construction of Digital Narratives:

- Techniques for organizing, categorizing, and updating stories.
- Good curation practices to ensure the authenticity and long-term preservation of shared content.

#### 4. Digital Preservation and Sustainability:

- Digital preservation strategies aimed at content longevity.
- Backup, security, and copyright practices to protect digital cultural heritage.

### Activities

#### Collaborative Digital Platform Creation Workshops:

- Practical workshop for planning and building a digital platform where community stories will be published.

## Module 6: Promotion of Intangible Cultural Heritage Through Digital Platforms to Foster Cultural Tourism and Rural Development



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Duration: 15 hours

### Presentation

This module integrates cultural practices with digital tools and innovation methodologies, training participants to develop projects that value cultural heritage and foster sustainable tourism and rural development.

### Objective

- Relate local cultural practices to sustainable development.
- Encourage innovation based on cultural heritage to strengthen local development.
- Inspire the community to use innovation as a tool for cultural preservation and appreciation.

### Syllabus

#### 1. Sustainable Tourism and Intangible Cultural Heritage (ICH):

- Concepts: Definition and principles of sustainable tourism; application to ICH.
- Preservation and Promotion: Strategies for valuing cultural tourism that positively impacts the community.
- Case Studies: Analysis of successful sustainable tourism initiatives in areas with ICH and digital narratives.

#### 2. Planning and Execution of Sustainable Cultural Projects:

- Sustainable Development and Rural Communities: Relationship between local cultural practices and sustainability.
- UN 2030 Agenda and SDGs: Concepts of sustainability and examples of sustainable practices in communities.
- Integration with the Local Economy: How cultural tourism can drive rural development.

## Module 6: Promotion of Intangible Cultural Heritage Through Digital Platforms to Foster Cultural Tourism and Rural Development



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Duration: 15 hours

### 3. Culture of Innovation and Creativity in Rural Contexts:

- Concepts and Applications: Innovation and creativity applied to rural scenarios.
- Tools to Stimulate Creativity: Methods to foster local creativity.
- Innovation Tools: Principles of design thinking, agile methodologies, and social innovation applied to tourism and cultural heritage.
- Examples of Cultural Innovations: Sustainable practices that integrate innovation with community development and cultural preservation.

### Activities

- Design Thinking Workshop: Development of innovative ideas around cultural heritage.
- Practical Exercises and Co-creation Workshops: Creation of innovative and sustainable cultural projects focused on valuing ICH through digital narratives.

# Final Considerations and Integrative Project

Evaluate the course impact and develop a plan for the project's continuity, proposing the development of an integrative project that addresses intangible heritage, participatory management, digital narratives, and sustainable development and tourism.

## Objective

Train participants to develop cultural projects that combine the preservation of intangible heritage, participatory management, digital storytelling, and sustainable tourism, with an ethical and innovative vision.

## Content

- Evaluation and Planning of Local Storytelling Projects
- Collective evaluation of created narratives and content.
- Planning future actions for project continuity.
- Community engagement strategies to keep the platform alive.

## Activity

- Collective feedback and project presentations; planning future actions.

## Certification

- Certificate issued upon completion of 75% attendance in synchronous and asynchronous activities and satisfactory completion of the final project.
- Participation and group collaboration (30%): Active participation in discussions and workshops.
- Production of digital content (40%): Creation of a digital narrative (story, photo, audio, or video) that presents a cultural practice.
- Development of storytelling platform (20%): Contribution to the creation and organization of the collaborative platform.
- Community action plan (10%): Development of a plan for project continuity within the community.

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