



# European Dissemination Conference: The role of digital storytelling in the promotion of Intangible Cultural Heritage



Lisa Pigozzi, Nunzia Borrelli

Helping Intangible Heritage  
Resilience through Storytelling

Project N.  
2023-1-LV01-KA220-ADU-000160743



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the European Union

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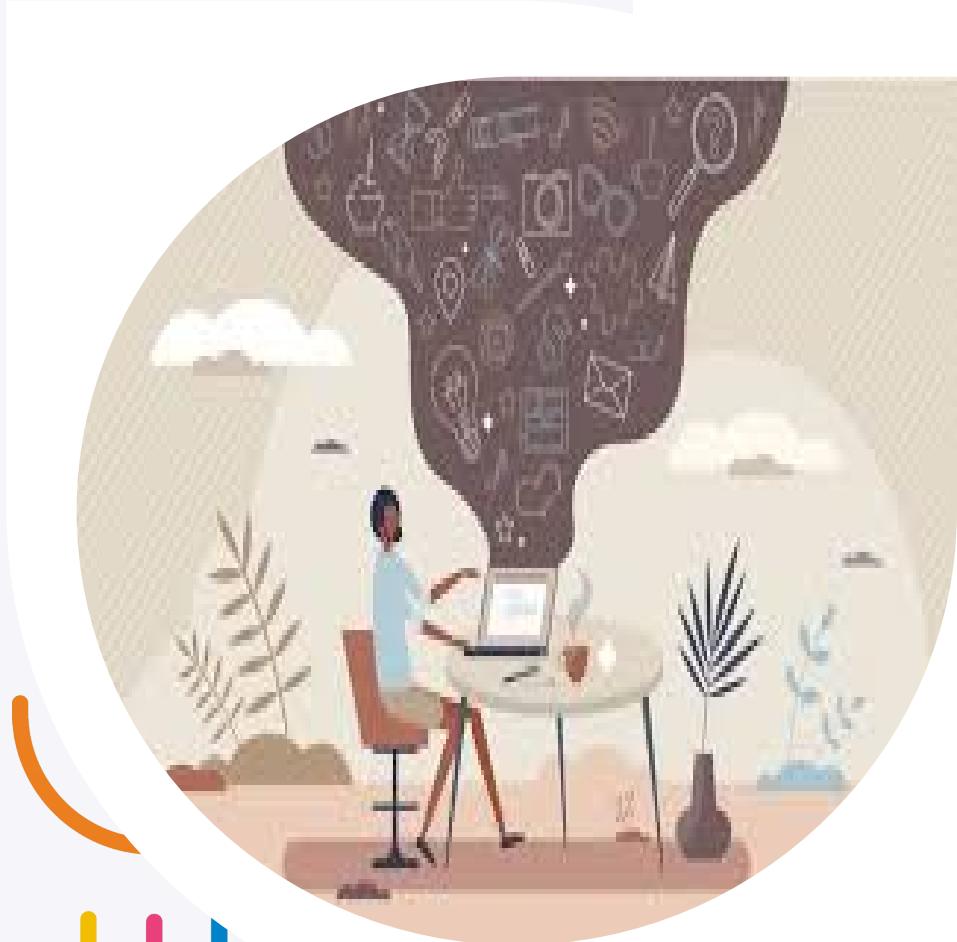
# Defining ICH & Storytelling



«Intangible cultural heritage includes: oral traditions, performing arts, social practices, rituals, festive events, knowledge and practices concerning nature and the universe, or the knowledge and skills to produce traditional crafts.»

(UNESCO ICH, Convention for the Safeguarding of the Intangible Cultural Heritage, 2003) <https://ich.unesco.org/en/convention#art2>

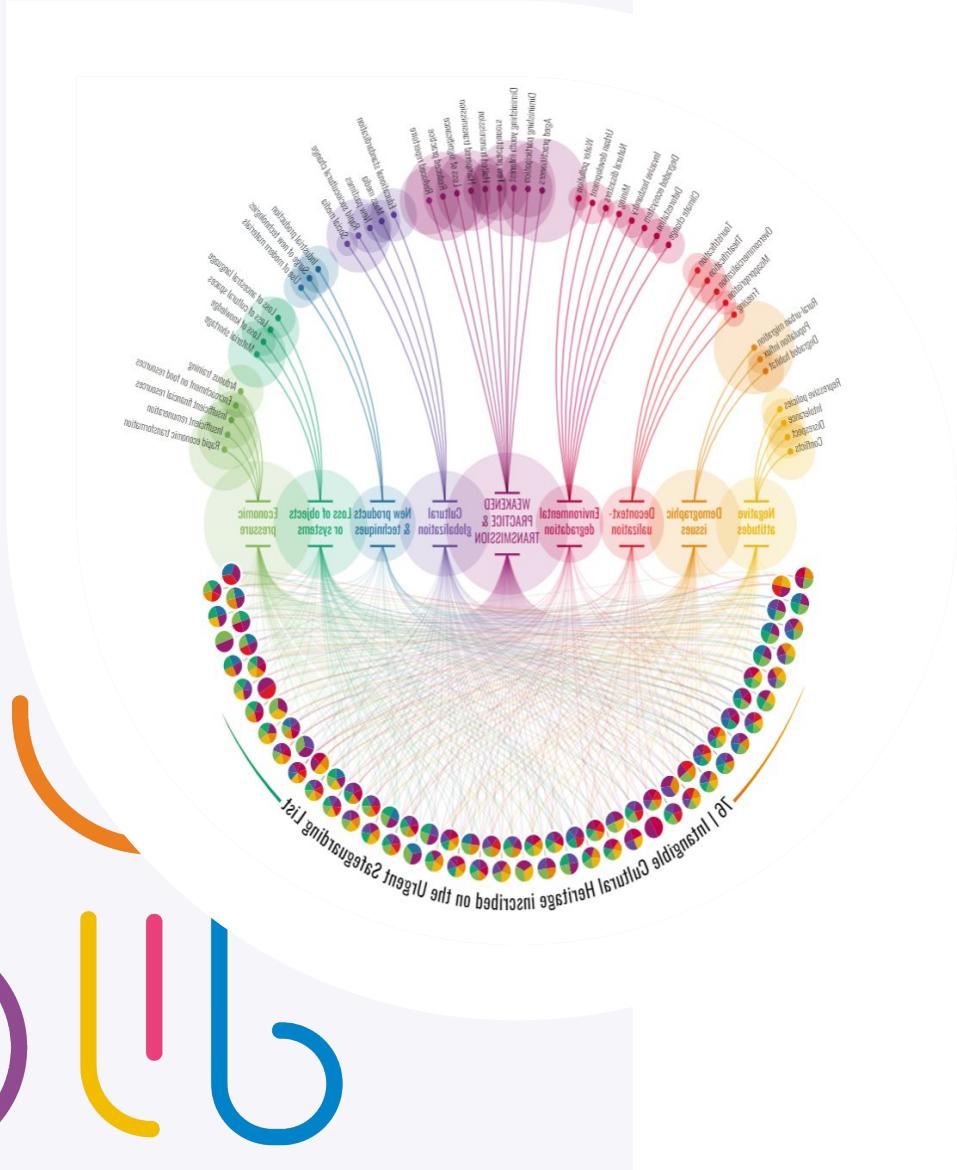
Storytelling is a communication technique that helps to tell and build stories, promotes understanding and empathy and through images conveys emotions.



## What we Tried to Do with this Project...

*From Discourses to Practices: The Importance of Digital Storytelling*

**Digital storytelling** can become a powerful tool for **territorial regeneration** and an **activator of resilience** for intangible heritage precisely because it works on this deep, symbolic, and relational level.



# What we Tried to Do with this Project

# ***Storytelling and the Resilience of Intangible Heritage***

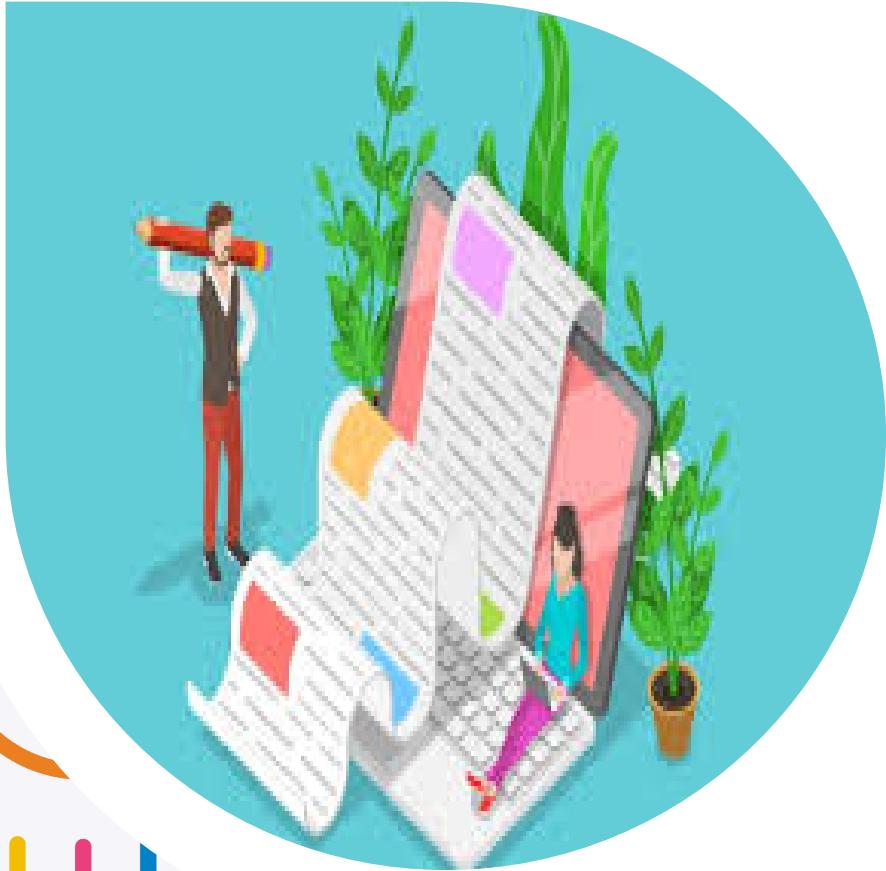
**Digital storytelling** means reactivating these invisible threads, giving new form and accessibility to what was once preserved in memory or in gestures.



## What we Tried to Do with this Project

***A Sense of Place": Ecomuseums as a School of Narration***

**Ecomuseums** are not only open-air museums or spaces of conservation, but rather **narrative devices** through which communities tell their identities in dialogue with their territories.



## What we Tried to Do with this Project

*From Narrative to Action*

**Digital storytelling means restoring voice and agency to territories, allowing them to re-narrate themselves and redefine their place in the world.**

# The HIGHRES Project

## Mission

- to leverage the power of digital storytelling as a tool for preserving and promoting intangible cultural heritage, creating new opportunities, and addressing inequalities in rural and fragile areas.

## Consortium:



## Goals:

- To collect, analyse, and share **good practice examples** in digital storytelling of Intangible Cultural Heritage
- To gather **comprehensive training materials** on identification, narrative creation, community involvement, digital storytelling, and promotion of ICH
- To develop a **methodological framework and a training pathway** for the creation of digital storytelling of ITC

# Outputs



## *Good Practices Handbook*

A Good Practices Handbook on identification, participatory management, digital storytelling, and promotion of intangible cultural heritage

[Check PDF](#)

## *Framework methodology*

A framework methodology for digital storytelling of intangible cultural heritage and training pathway design

[Check Report](#)[Check Demonstration Report](#)

## *Training modules*

Training modules on digital storytelling of intangible cultural heritage

[Coming soon!](#)

## *Web-based application*

A web-based application with all the materials adapted to e-learning format

[Coming soon!](#)

# Good practice handbook

## Multimedia Storytelling and Immersive Experiences

1. Aluksne Banītis Station: Preserving Heritage Through Multimedia Storytelling (Latvia)
2. Araisi Ezerpils Archaeological Park: Integrating Legends and Archaeology for Cultural Tourism (Latvia)

## Revitalising Traditional Practices

7. “Alberi di Maggio”: Revitalising Traditional Music and Crafts Through Digital Media (Ecomuseo Casilino - Italy)
8. “Il Filò delle Agane”: Preserving Oral Traditions Through Community Storytelling (Ecomuseum Lis Aganins - Italy)

## Community Engagement and Collaborative

3. “Raíces”: Empowering Community Narratives Through Theatre and Digital Media (Spain)
4. “Vientos del Tiempo”: Reviving Oral Traditions Through Theatre and Digital Media (Spain)



# Good practice handbook

## Digital Tools for Accessibility and Engagement

5. Spotting Intangible Heritage: Increasing Public Awareness with QR Codes (Netherlands)
6. The National Holocaust Museum: Digital Storytelling for Historical Preservation (Netherlands)



## Rural Development and Cultural Integration

9. Museum in the Village: Connecting Rural Communities with Cultural Institutions (Portugal)
10. Corvo Ecomuseum: Engaging Communities in Heritage Preservation and Education (Portugal)



# Good practice handbook

Case studies where divided in sessions:

- General Information
- Description of the ICH involved
- Narrative creation and
- adaptation to digital communication format
- Audience and methodologies
- Innovative aspects
- Impact



# Italian case studies



# Alberi di Maggio

- **Where:** work between Marche, Lazio and Abruzzo regions
- **What:** "association that makes the study and dissemination of oral cultures its mission. Concerts, courses, training and cultural projects for the study and protection of the cultures of central Italy and the preservation of the oral heritage"
- **ICH type:** performing arts
- **Aim:** Study and dissemination of oral culture.



Fontefina 2018

Progetto M. I. A.  
memoria identità  
ambiente

<https://www.alberidimaggio.com/>

# Alberi di Maggio

## Description of the ICH involved

**Profile of people involved:**  
volunteers, researchers, community members

**Qualification/training of people involved:** traditional knowledge, low technical expertise, academics/researchers

**Number of people involved:**  
Small team

### ICH Type:



Oral traditions and expressions



Social practices, rituals and festive events

### ICH Recognition:



### Community involvement in the identification and management of the ICH:



**Process of content creation** 

**How is it communicated in a digital format?**

- ? Audiovisual, mapping
- 🌐 Website, video/audio platform (Youtube)

# Narrative creation and adaptation to digital communication format



Members of the association with local people. Source: Alberi di Maggio



Performance during local festivals. Source: Alberi di Maggio

# Audience and methodologies

**Target audience:** local community, students

**Reach:**



**Aim of sharing the stories:**



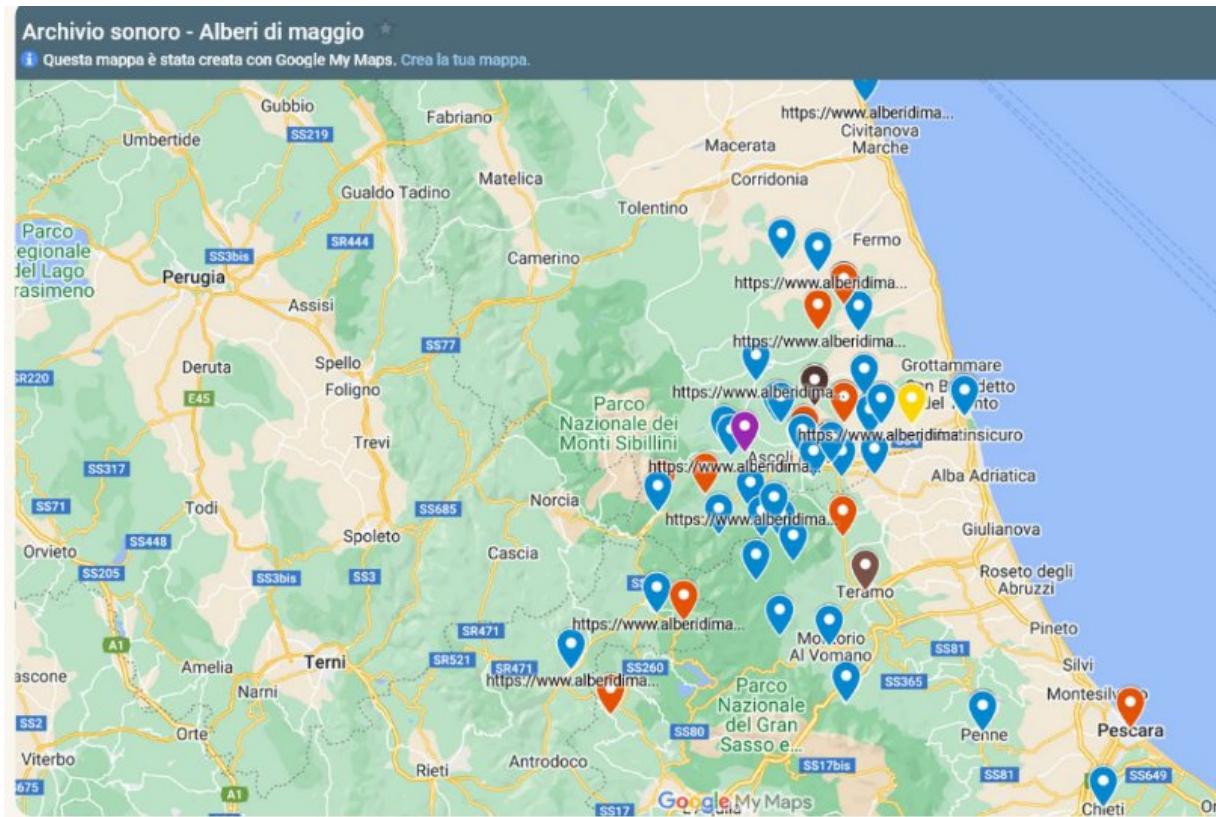
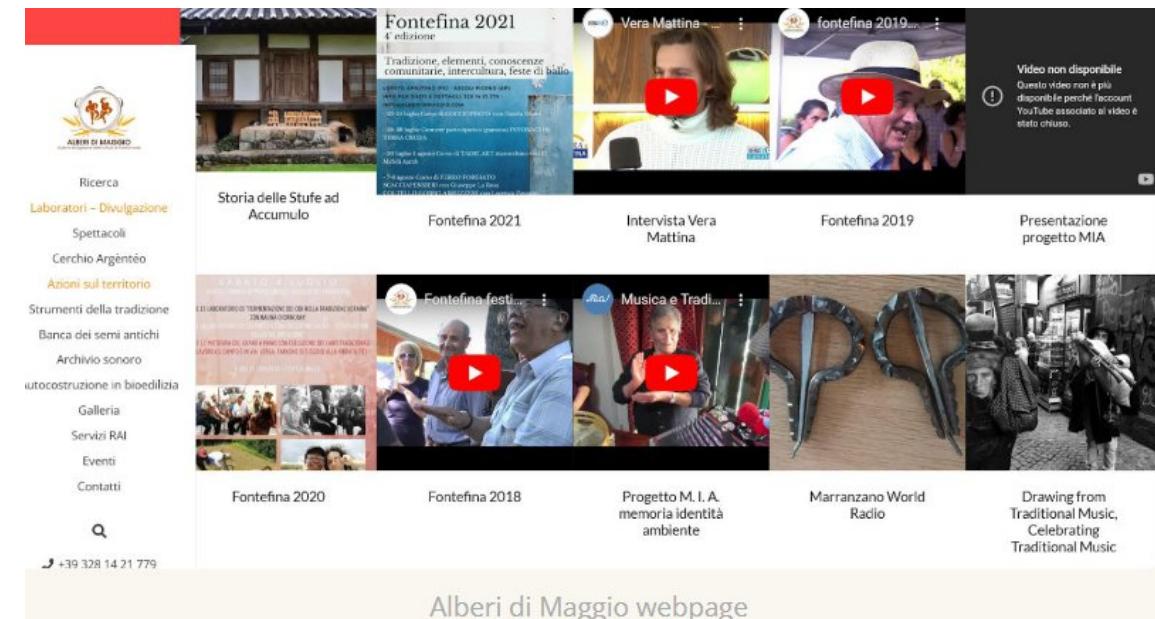
Social cohesion

**Frequency:**

Permanent activity

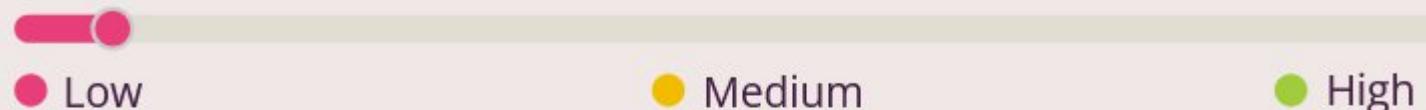


# Innovative aspects: the sound archive

# Impact

**Impact on tourism:** Low



**Impact on local sustainable development:**



**SDG3.**  
Good health  
and well-being



**SDG4.**  
Quality  
education



**SDG11.**  
Sustainable cities  
and communities

# Promotion of the initiative

**ASSOCIAZIONE ALBERI DI MAGGIO**

## Fontefina 2021 4' edizione

Tradizione, elementi, conoscenze comunitarie, intercultura, feste di ballo

**LORETO APRUTINO (PE) - ASCOLI PICENO (AP)**  
INFO PER COSTI E DETTAGLI: 328 14 21 779 -  
[info@alberidimaggio.com](mailto:info@alberidimaggio.com)

- 28-29 luglio Corso di COCCIOPESTO con Danilo Dicenti
- 26-29 luglio Cantiere partecipativo (gratuito) INTONACI IN TERRA CRUDA
- 30 luglio-1 agosto Corso di TADELAKT marocchino con El Mehdi Aarab
- 7-8 agosto Corso di FIERRO FORGIATO SCACCIAPENSIERI con Giuseppe La Rosa COLTELLO GOBBO ABRUZZESE con Lorenzo Pasquini
- 14 agosto "Notte sul monte Ascensione" (Ascoli Piceno) Pomeriggio escursione con Giuseppina Passamonti sul monte Ascensione, Sera cena e festa di ballo con i suoni della tradizione

**FONTEFINA 2020**  
Festa di comunità 3<sup>o</sup> edizione  
SABATO 4 LUGLIO  
VIA DELLA ARRASIA DI MONTE SANTO 2 (FROSOLONE TRICASE (TE))

- ORE 15 LABORATORIO DI "FERMENTAZIONE DEI CIBI NELLA TRADIZIONE UCRAINA" CON HALINA CHORNODAY

- ORE 16 LABORATORIO DI SALTELLA CON I RACALATORI LOCALI - "OSSERVAZIONE, RELAZIONE, MITAZIONE"

- ORE 17 MIEITURA DEL GRANO A MANO CON ESECUZIONE DEI CANTI TRADIZIONALI DI LAVORO DI CAMPO E IN VIA VERGA, FARAOINE DI S. EGIRO ALLA VIBRATA (TE)

- ORE 21 CONCERTO E FESTA DI BALLO



**ALBERI DI MAGGIO** **3<sup>o</sup> edizione 2018**  
FONTEFINA 2020  
Festa di comunità 3<sup>o</sup> edizione  
SABATO 4 LUGLIO  
VIA DELLA ARRASIA DI MONTE SANTO 2 (FROSOLONE TRICASE (TE))

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- ORE 21 CONCERTO E FESTA DI BALLO

**1<sup>o</sup> edizione 2018**  
**ALBERI DI MAGGIO** **3<sup>o</sup> edizione 2018**  
presenta  
**FONTEFINA FESTIVAL**  
tra Marche e Abruzzi, suoni e voci di una terra di confine

stage di mestierato del grano a mano con artigiani del paese  
feste a ballo con suonatori e ballatori del luogo  
stage di canti di lavoro durante la mensa  
penna improvvisata in ottava rima  
stage e conferenze sul salatello nel piceno e nel tricase  
conferenze sugli stili etnomusicologici nel piceno e nel tricase  
stage di organista, zampognari e salatello con suonatori del luogo  
le figure del cantastorie e del raccontastorie oggi  
salto della papa  
ospiti internazionali

*Ideato e organizzato da* Massimiliano Di Carlo

**PRENOTARE PER:**  
ollogno gratuito in branda e tanda  
paoli con cibo a km0 e prezzi popolari  
singola tratta 25 euro  
prezzo unico 50 euro per tutti gli stage

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**30.GIUGNO 1.LUGLIO 2018**  
PIANE DI MORRO (AP) - via W. Sosetti, 2  
[alberidimaggio.eu](http://alberidimaggio.eu)

# Associazione Lis Aganis Ecomuseo delle Dolomiti Friulane APS

- **Where:** Maniago (Pordenone, IT)
- **What:** The ecomuseum develop different project related to ICH. Audio and videos about local traditions; stories; legends; oral memories.
- **ICH type:** Oral traditions and expressions, including language as a vehicle of the intangible cultural heritage
- **Aim of sharing the stories**
- <https://raccontiamo.ecomuseolisaganis.it/>



Storie e leggende di Budoia - TRAILER

Progetto "IL FILÒ DELLE AGANE" - L.R. 16/2014 art. 27 quater

Associazione Lis Aganis, Ecomuseo delle Dolomiti friulane APS

Narratore: Paolo Paron

Riprese e montaggio video: Maurizio Callegaro

>> Ti è piaciuto il trailer? Guarda qui la VERSIONE INTEGRALE del video

# “Il Filò delle Agane”: Preserving Oral Traditions Through Community Storytelling



## Profile of people involved:

volunteers, researchers, staff,  
volunteers, community members,  
external partners



**Qualification/training of people involved:** traditional knowledge,  
low technical expertise, museum professionals, technical experts



## Number of people involved:

Medium team

## ICH Type:

### ICH Type:



Oral traditions  
and expressions



Social practices, rituals  
and festive events

## ICH Recognition:



● In danger of disappearing

● Locally recognized

● Well-known

## Community involvement in the identification and management of the ICH:



● Low

● Medium

● High

# Narrative creation and adaptation to digital communication format

Process of content creation



How is it communicated in a digital format?

? Audiovisual

🌐 Website, video/audio platform (Youtube)



# Audience and methodologies

**Target audience:** local community, students

**Reach:**

Low

Medium

High

**Aim of sharing the stories:**

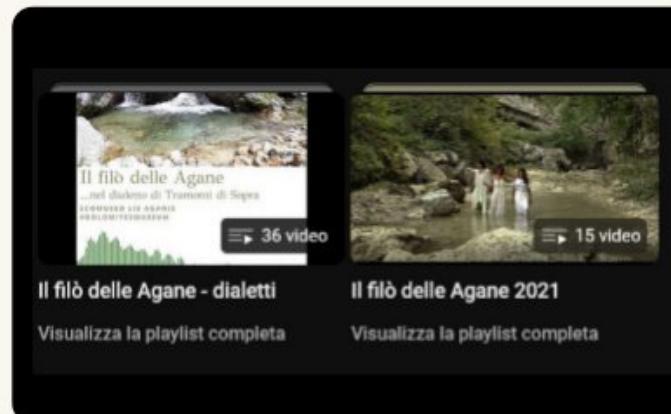
Preserve traditions

Social cohesion

**Frequency:**  
Permanent activity



One of the most viewed videos. Source: Ecomuseo Lis Aganis Youtube page



Ecomuseum "il Filò delle Agane" playlist. Source: Ecomuseo Lis Aganis Youtube page.

# Impact





Community heritage exploration at Lis Aganis Ecomuseum, Italy). Source: Lisa Pigozzi.

## Methodological framework



# Methodology: which steps to activate the community?

- 1. Community Mobilization, Training, and Innovation (es. Formation of Collaborative Groups)**
- 2. Creation and Recording of Digital Narratives (es. Community Curation and Editing)**
- 3. Promotion and Integration with Sustainable Development (es. Creation of Networks and Partnerships)**
- 4. Principles for Training Actions (es. Collaborative Learning, Creation of Open Access and Collaborative Platforms)**
- 5. Project Monitoring and Evaluation (es. Establish Impact Indicator)**



# Learning modules



# Educational modules

## Training Pathway Design

**Module 1:** Identification and Cataloging of Intangible Cultural Heritage in Rural Areas

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

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

**Module 4:** Creating Narratives Around Intangible Cultural Heritage

**Module 5:** Technical Aspects Related to Digital Narratives

**Module 6:** Promotion of Intangible Cultural Heritage Through Digital Platforms

Italian module



Collaboration with local schools at Lis Aganis Ecomuseum, 2021.

## 1. Introduction to Collaborative Management

The chapter introduces the concept of collaborative management in heritage conservation. It defines **key principles**, highlights its importance in ecomuseums, that are a model of participatory heritage management model. Moreover, there will be presented official documents related to sustainable heritage management.

## 2. Community Engagement Strategies

This chapter focuses on **techniques for engaging communities in heritage conservation projects**. It explores participatory decision-making, oral history collection, and collaborative storytelling as tools for fostering a sense of belonging and active involvement.

## 3. Sustainable Tourism and Local Development

This chapter examines **how collaborative management supports sustainable tourism**. It highlights tourism models that balance visitor engagement with community well-being and explores how local participation enhances the authenticity of cultural experiences.



*Heritage identification with high school students at Ecomuseo Casilino, 2021. Source: Lisa Pigozzi.*

## 4. Challenges and Solutions in Community-Led Management

Collaborative management faces challenges such as conflicts of interest, funding limitations, and governance complexities.

- Key challenges: balancing stakeholder expectations, securing financial resources, and managing volunteer fatigue.
- Solutions: transparent decision-making structures, diversified funding strategies, and **capacity building** programs.
- Lessons from case studies offer practical insights for overcoming these challenges.

## 5. Case Studies

Projects:

- “Raíces”, Spain
- Vientos del Tiempo”, Spain
- Spotting Intangible Heritage, Netherlands, Arnhem
- The National Holocaust Museum, Netherlands

## 6. Self-Assessment Tools



## 6. Self-Assessment Tools

### Self-reflection questions

1. Why is collaborative management important for heritage sustainability?
2. What are the key challenges of community engagement in heritage projects?
3. How can local businesses contribute to sustainable tourism?
4. What participatory strategies would you apply to engage youth in a heritage project?
5. How does community-led tourism differ from traditional tourism models?
6. What governance structures can support effective stakeholder collaboration?

# Thank you for your attention!





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## PROJECT COORDINATOR

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VIDZEME TOURISM  
ASSOCIATION

## PARTNERS

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