



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



Co-funded by
the European Union

Index



- Defining ICH & Storytelling
- The HIGHRES project
- HIGHRES outputs

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>

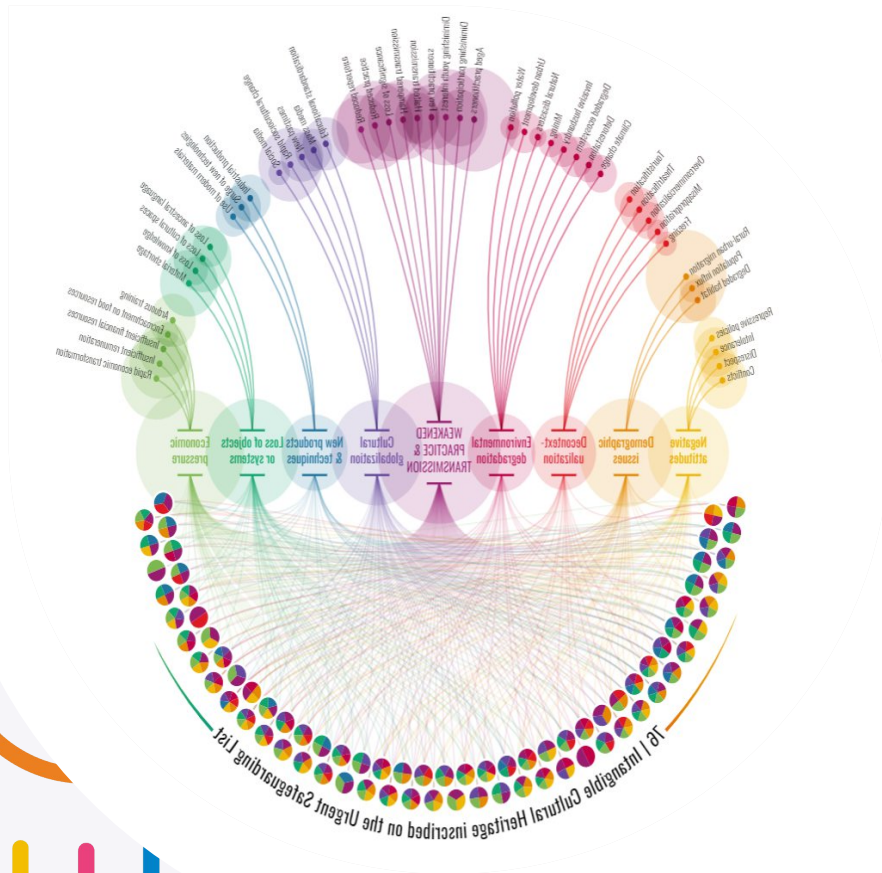
Storytelling is a communication technique that helps to tell and build stories, promotes understanding and empathy and through images conveys emotions.



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](#)

Training modules

Training modules on digital storytelling of intangible cultural heritage

[Coming soon!](#)

Framework methodology

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

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

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 Banitis Station: Preserving Heritage Through Multimedia Storytelling (Latvia)
2. Araisī 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 (Netherland)

6. The National Holocaust Museum: Digital Storytelling for Historical Preservation (Netherland)

Rural Development and Cultural Integration

9. Museum in the Village: Connecting Rural Communities with Cultural Institutions (Portugal)

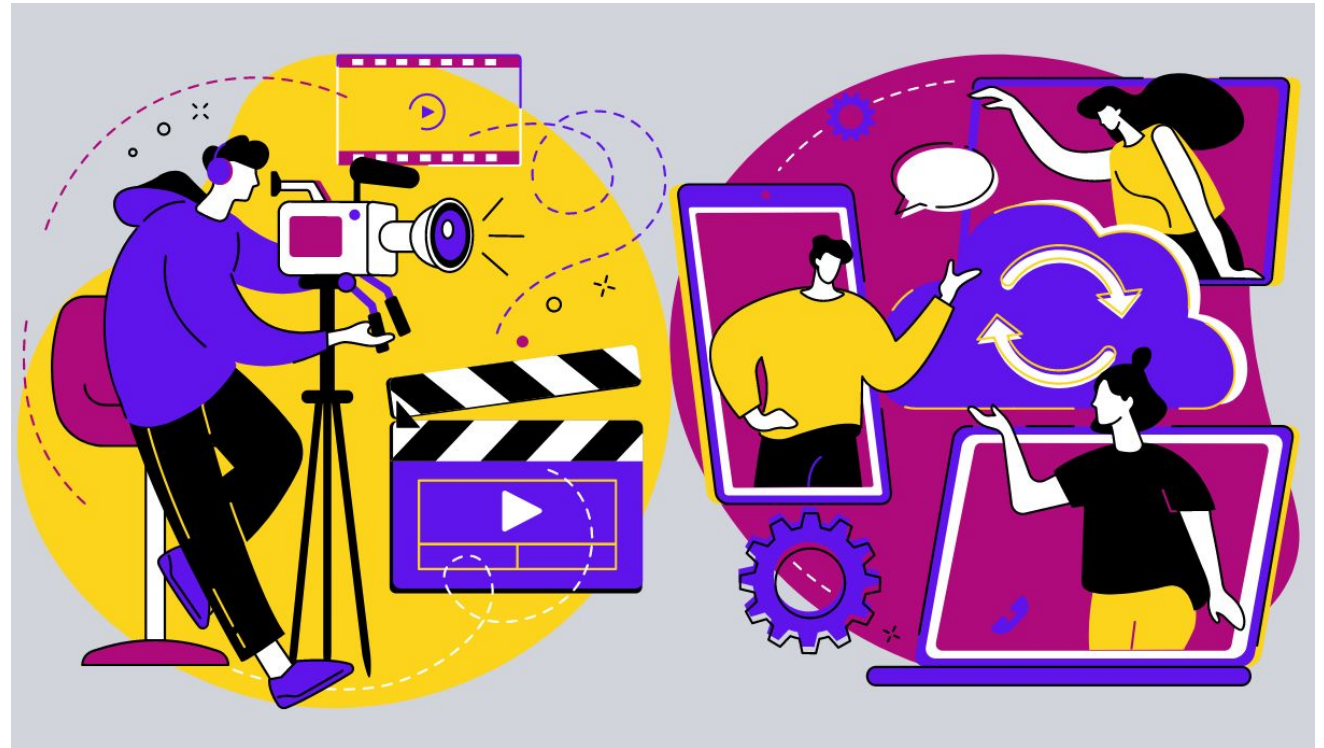
10. Corvo Ecomuseum: Engaging Communities in Heritage Preservation and Education (Portugal)



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

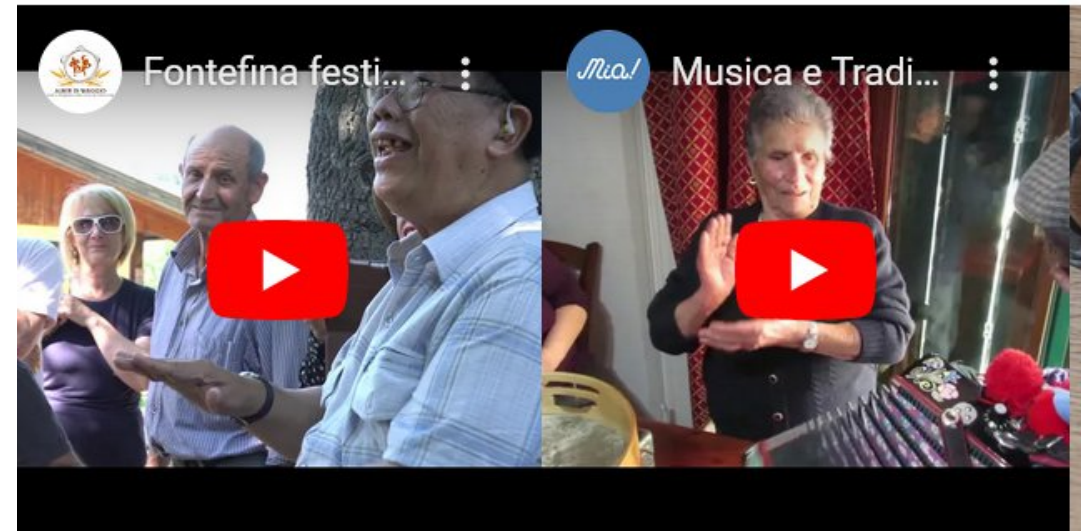


Italian case studies



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


 **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

Process of content creation 

How is it communicated in a digital format?

 Audiovisual, mapping

 Website, video/audio platform (Youtube)

Description of the ICH involved

ICH Type:

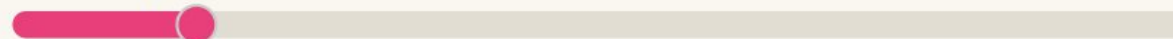



Oral traditions and expressions





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



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:



● Low

● Medium

● High

Aim of sharing the stories:



Preserve traditions



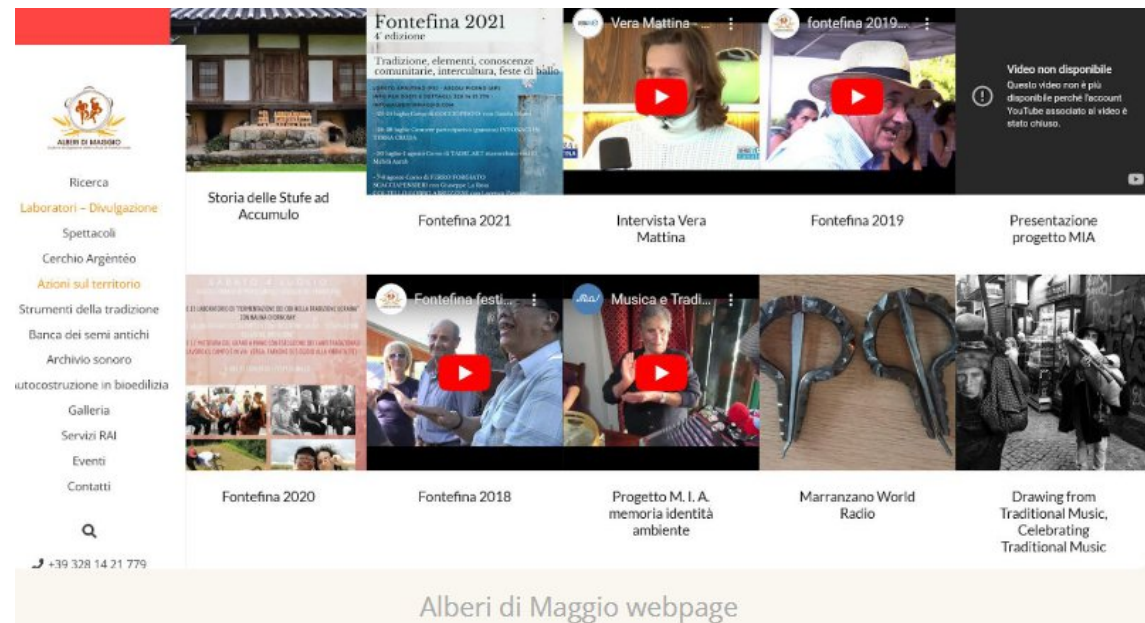
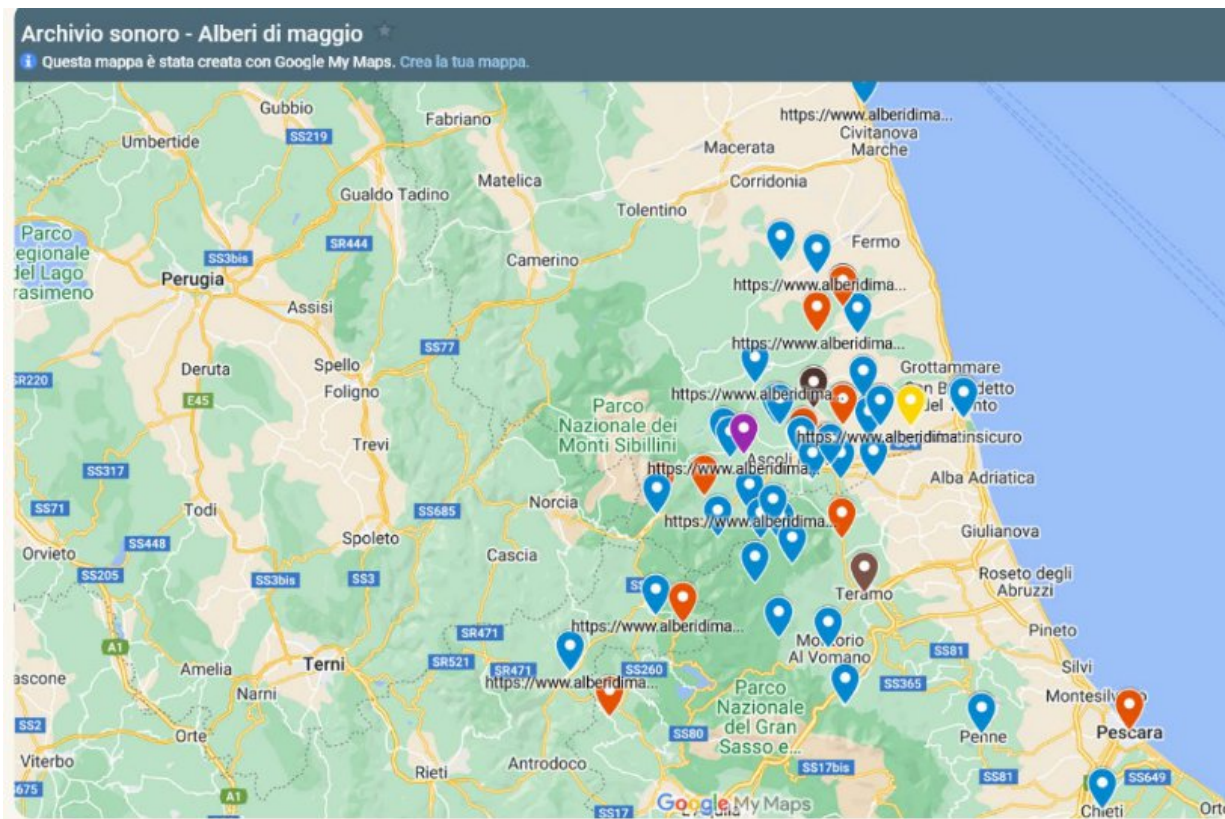
Social cohesion

Frequency:

Permanent activity



Innovative aspects: the sound archive



Impact

Impact on tourism: Low



● Low

● Medium

● High

Impact on local sustainable development:



SDG3.
Good health
and well-being



SDG4.
Quality
education



SDG11.
Sustainable cities
and communities

Promotion of the initiative



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

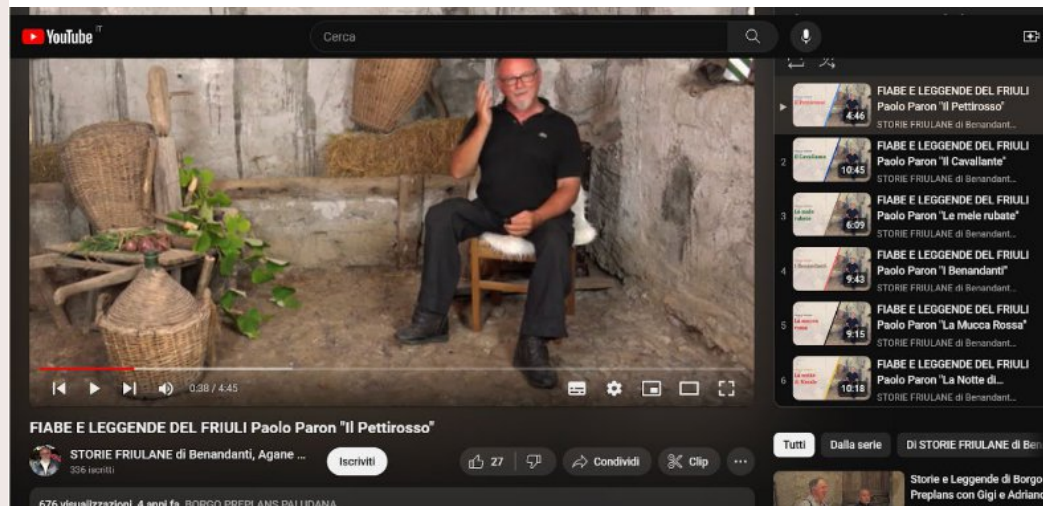
Process of
content creation



How is it communicated
in a digital format?

? Audiovisual

Website, video/audio
platform (Youtube)



Audience and methodologies

Target audience: local community, students

Aim of sharing the stories:



Preserve traditions



Social cohesion

Reach:



Low

Medium

High

Frequency:
Permanent activity



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

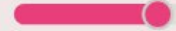


Ecomuseum "il Filò delle Agane" playlist. Source: Ecomuseo Lis Aganis Youtube page.



Impact

Impact on tourism:



● Low

● Medium

● High

Impact on local sustainable development:



SDG3.
Good health
and well-being



SDG4.
Quality
education



SDG8.
Decent work and
economic growth



SDG11.
Sustainable cities
and communities





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!





PROJECT COORDINATOR



VIDZEME TOURISM
ASSOCIATION

PARTNERS



Co-funded by
the European Union

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

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

