

# Conference Time eCHOING

Both in person & online!

17th April 2024

Sant'Anna University

PISA, ITALY



[www.ntnu.edu/echoing](http://www.ntnu.edu/echoing)

@eCHOing\_EU

## YOU'RE INVITED TO AN ECHOING EVENT

### *eCHOing methodology on project implementation for the Cultural Sector*



**Sant'Anna**  
Scuola Universitaria Superiore Pisa

**Web2Learn**  
Open. social learning

SOFIA UNIVERSITY  
ST. KLIMENT OHRIDSKI



For the past two years, eCHOing has been implementing innovative methodologies to foster partnerships between Universities and the GLAM sector.

Our vibrant community of partners and associates is now thrilled to present their experiences and lessons learned after two years of hard work.

We would like to extend an invitation and welcome you to this event and share the programme of the day here.

*Let us know if you would like to join in person or digitally!*

📍 VENUE: AULA MAGNA STORICA - SCUOLA SUPERIORE SANT'ANNA  
ADDRESS: PIAZZA MARTIRI DELLA LIBERTÀ, 33 - 56127 PISA (ITALY)

IN PERSON

[GAIASASSO98@GMAIL.COM](mailto:GAIASASSO98@GMAIL.COM)

**CLICK HERE  
TO REGISTER**

DIGITALLY

[SANTANNAPISA.WEBEX](http://SANTANNAPISA.WEBEX)



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# PROGRAM

**09:00 AM**

## Welcome & Greetings

Welcome and greetings from *Massimo Bergamasco*  
*Director of the Institute of Mechanical Intelligence (IIM), SA*

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**09:10 AM**

## Introduction & Methodology

eCHOing methodology on project implementation for the Cultural Sector  
*Alexandra Angeletaki and Paula Rice, NTNU;*  
*Chiara Evangelista and Marcello Carrozzino, SA*

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**10:00 AM**

## CHO's perspective

The Cultural Heritage Organisation's Perspective on the Project  
*Anna Mavroudi, OSYGY*

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**11:00 AM**

## SA & NTNU projects

- Open Innovation and Virtual Reality - *Giovanni Giuliadori, SA*
  - Immersive Museum - *Eleonora Lanfranco, SA*
  - Oculeo Project - *Gaia Sasso, SA*
  - Assassin's Creed in a Classroom Setting - *Stig Tobiassen, NTNU*
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**12:30 PM**

## Lunch Break

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**01:30 PM**

## SU & UT projects

- Obstacles to Open Innovation: Learning from Failures - *Milena Dobreva, SU*
  - How Engaging with Echoing Has Profoundly Broadened My Perspectives on Journalism and Mass Communications Studies - *Anton Ivanov, SU*
  - Let's Cook Together! Food Heritage as a Tool for Reinforcing the Connection Between the Museum and Local Community - *Ave Matsin, UT*
  - Sokathon: A Good Start to Repair the World - *Signe Susi, UT*
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**02:30 PM**

## SWOT Analysis & Lessons Learned

Strengths, Weaknesses, Opportunities, and Threats Analysis of the project & Lesson Learned  
*Gaia Sasso, SA*

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**03:15 PM**

## Echoes from eCHOing

Heritage project in Greece based upon the eCHOing methodology - *Georgios Papaioannou, Ionian University, Corfu,*  
*Greece Contributions by Efi Apostolou, Parthena Efthymiadou, Konstantinos Gkatatzis, and Katerina Tsiouprou.*

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**03:40 PM**

## Impact & Sustainability

Academia-Driven Open Innovation for the Benefit of Small and Medium Cultural Heritage Institutions:  
Reflection on Impact and Sustainability from the Echoing Project - *Stefania Oikonomou, W2L*

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**04:00 PM**

## Closing Remarks

A visit to the **National Museum of San Matteo** concludes the day