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Dear reader,

You have received this newsletter because you subscribed to our newsletter and corresponding mailing list on the project's website (www.reevaluate.eu).

REEVALUATE, as a Horizon Europe project, was designed to address challenges in managing the digitization of Cultural Heritage (CH).

During these first 6 months, the project has been activated and all partners have aligned our efforts, defining the fundamentals for our journey towards advancing the digitization and management of CH.

We, the REEVALUATE Consortium, thank you very much for signing up and we are thrilled to share with you our first newsletter!

Basic Information of REEVALUATE

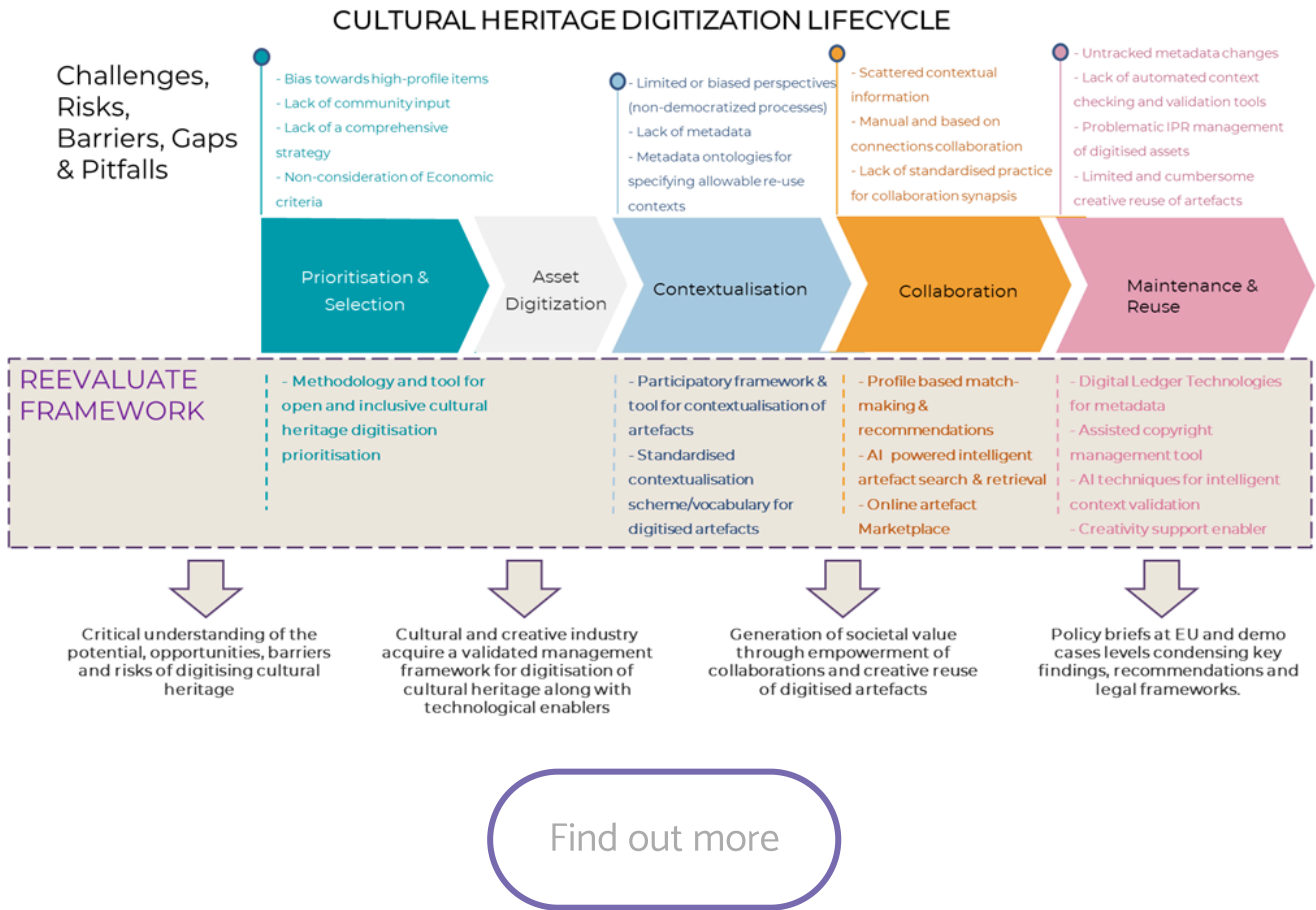
- Start date: 1 January 2024
- End date: 31 December 2026
- Duration: 36 Months
- Funded under: Culture, creativity and inclusive society
- EU contribution: € 3.955.225,00
- Contact: info@reevaluate.eu

REEVALUATE At a glance

digitisation management and is dedicated to developing a modular framework that fosters safe, open, collaborative, and inclusive digitisation of CH collections. It will offer a structured approach to manage digitisation efforts responsibly and sustainably, addressing potential risks and barriers related to intellectual property rights, cultural sensitivity, and digital technologies.

The envisioned framework will cover all stages of a digitized artefact’s life cycle, from prioritization and contextualization to storage, collaboration, and reuse, through various technological tools (enablers). These enablers, including AI techniques and tools for secure storage and IP management, can be used independently or as a whole depending on CH institutions’ needs.

REEVALUATE follows a Human-Centred Design approach, ensuring the solution is based on stakeholders’ real needs and encourages societal value creation through the creative reuse of digitised CH. The project will validate its results through 3 real-world pilot cases and develop business plans for broader adoption.



REEVALUATE Objectives

The REEVALUATE project has the following objectives:

- To provide a framework for better management and use of the digitisation of CH
- To support collaborative and democratic digitisation of CH

- Develop business plans ensuring the uptake of project results
- Validate the results in 3 real-world pilot cases that tackle actual needs and issues of the digitisation process.

[Find out more](#)

REEVALUATE Pilot Cases

The REEVALUATE framework will be applied through 3 real-life pilot cases in 3 different European regions with different CH and policy landscapes to validate its applicability across Europe.

The foreseen pilots of REEVALUATE, which span 3 CCI sectors (**Gaming, Fashion, Advertising**) and also the **Tourism Sector**, will assist in materializing the project's ambitions to validate the proposed framework and communicate a blueprint of best practices for all stakeholders to navigate through the digital transition successfully.

The REEVALUATE pilot cases are described bellow:

- Pilot 1 - Fashion Time Machine: Reusing Digitized CH Artefacts to Create a Fashion-Themed Mobile Game and Personalized Garments
- Pilot 2 - From Museums to Screens: Leveraging Digitized CH Artefacts for Creative and Sustainable Advertising
- Pilot 3 - From Public Sensing to Virtual Tours: The Case of Aquileia

[Find out more](#)

REEVALUATE Kick-off in Thessaloniki!

In January 18-19, 2024, we kicked-off REEVALUATE project in Thessaloniki, Greece. Hosted by the project's Coordinator, the Centre for Research and Technology Hellas (CERTH), our launch event brought together diverse partners from 7 countries with expertise from different sectors. During the launch event, we established the groundwork for our project, which aims to provide a comprehensive solution to the challenges encountered by the CH sector in digitizing their collections.



Find out more

REEVALUATE Official Website launched!

In March 2024, the REEVALUATE official website was successfully launched.

www.reevaluate.eu

The project's website will serve as the primary source of project information for both the intended audience and the larger community of CH. It is envisioned to include all relevant information of project outcomes, news, and communication material, all available online. We invite you to check it out!

REEVALUATE
 Framework for safe, open, collaborative and inclusive digitization and management of cultural heritage

Digital Culture for All
 Embracing Openness, Collaboration, and Inclusion in the Digitisation of Cultural Heritage

Discover our project

Inclusivity
 REEVALUATE embraces diverse voices and perspectives, fostering inclusive collaboration in the digitization of cultural heritage assets.

Empowerment
 REEVALUATE empowers communities and stakeholders to actively participate in preserving and reimagining their cultural heritage through digitization.

Innovation
 REEVALUATE pioneers cutting-edge technologies and methodologies, driving innovation in the sustainable management and creative reuse of cultural heritage.

Progress
 REEVALUATE accelerates progress in the digitization of cultural heritage, maximizing societal and economic benefits while ensuring ethical and sustainable practices.

First promotional video: A brief introduction to REEVALUATE



REEVALUATE 2nd plenary meeting in Berlin!

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the Humboldt Forum in Berlin, Germany, bringing together partners to discuss the progress of the first 6 months, challenges, and future plans for digitizing and managing CH. The meeting, hosted by Stiftung Preussischer Kulturbesitz (SPK/SMB), successfully aligned objectives and laid a strong foundation for the next project phases, with continued focus on achieving objectives and delivering valuable results.

[Find out more](#)

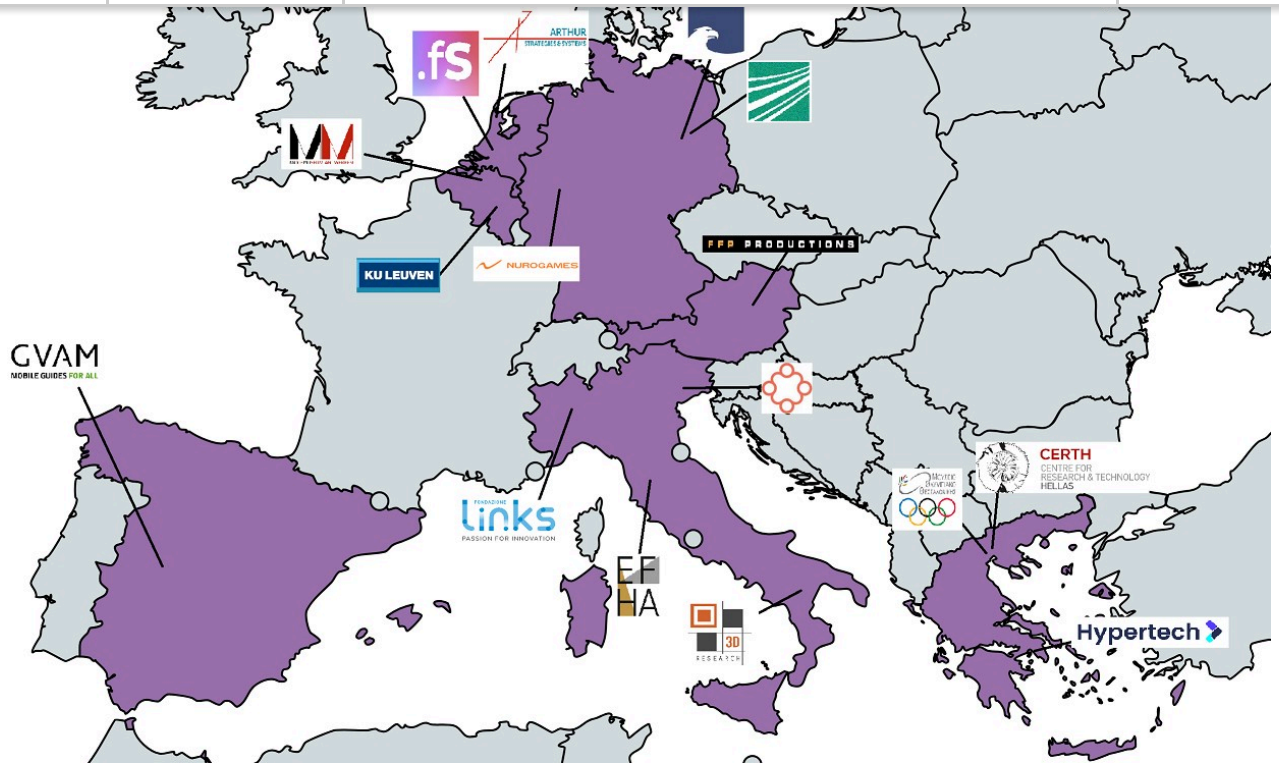
REEVALUATE Consortium

The REEVALUATE consortium consists of 16 organisations from 7 EU member countries that work together to achieve objectives and project goals. The partnership consists of 4 Academic and Research Technology Organizations, 4 CHIs, 1 CH association, 2 SMEs from the Creative Industries sector, 4 innovative digital technology suppliers, and 1 legal expert.

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Meet the REEVALUATE partners



Funded by the European Union

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Join REEVALUATE !



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info@reevaluate.eu

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