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TRANSFORM4EUROPE:

THE EUROPEAN UNIVERSITY FOR KNOWLEDGE ENTREPRENEURS

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T4EU CULTURAL STRATEGY WITH LOCAL ECOSYSTEM

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1. Approval

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1. T4EU Cultural Strategy with Local Ecosystem

1.1 Executive Summary

This strategy is about building an ecosystem between the Universities of the T4EU alliance and galleries, libraries, archives, museums and other cultural institutions (known as GLAM+) to bring ideas and practices, work and collaborate on European Sustainable Heritage. By collaborating together, we aim to:

- Offer students real-world learning experiences with cultural and heritage projects.
- Assist and support academic staff and GLAM+ stakeholders in learning from each other and building collaborations.
- Bring citizens aware of the issues related to material and immaterial heritage through specific events, activities and digital solutions.

This cooperation strategy is based on real input from the GLAM+ Stakeholders and the T4EU partners. We gathered and used the data in the way that follows:

- **Stakeholder Survey:** We collected responses from 33 GLAM+ stakeholders across the T4EU Alliance. The survey explored how these organizations currently collaborate with the T4EU universities, what works well, and what challenges they face.
- **Examples from the ground:** We looked closely at successful partnerships— to highlight best practices and spot areas for improvement.
- **Direct Feedback Loops:** We did not just collect data—we went back to universities and GLAM+ stakeholders to confirm that what we learned matched their experience. This helped ensure our strategy is realistic and relevant.
- **Clear, Measurable Goals:** Using the survey findings, we shaped our goals around what's practical, feasible and effective.
- **Flexible, Evolving Approach:** We built the strategy with tools and practices that can grow and adapt over time, particularly in response to key needs identified in the survey like funding support and digital transformation.

1.2 Goals

The project aims to connect the regions around the T4EU universities, fostering job exchanges and mutual learning in GLAM-related heritage practices and theories. Our strategy focuses on practical, measurable outcomes that benefit students, staff, GLAM+ stakeholders and citizens.

1) Stronger Partnerships Between T4EU Universities and GLAM+ Stakeholders

- **Why?** Many universities already work with GLAM+ Stakeholders but these partnerships can be sometimes uneven or short-term. We want to make them deeper, stronger, interconnected and more sustainable for future initiatives.

2) Hands-On Learning for T4EU Students

- **Why?** Students learn best by doing and practicing. Working directly with GLAM+ — design and develop projects facing GLAM+ issues, creating digital and physical exhibits — gives them knowledge and skills for future careers.

3) Engaging and discussing Sustainable Heritage

- **Why?** Cultural and Sustainable heritage can be problematic in their conceptualization and public narration. We aim to highlight the multiple and interconnected diversities involved in the construction of heritage, making it more engaging and participative.

4) A Blueprint for Future Collaboration

- **Why?** We aim for our work to last beyond this project and to be disseminated across Europe, making a meaningful impact on future projects and initiatives related to the creation of a Common European Heritage.

2. Measures

To reach these four goals, we have designed, discussed and developed multiple steps.

A) GLAM+ engagement strategy (2024/25) to reach GOAL N. 1

- **What?** A survey to understand each GLAM+ strengths and needs (e.g., digital tools, language support) developed between T4EU universities and GLAM+ based on GLAM ecosystem Roadmap 2024.
- **How?** By mapping what each T4EU partner can offer (such as university research expertise or a museum's public outreach) and setting up long-term projects. One of these is the design and development of a relational database to be published on the T4EU website.
- **Who?** Led by T4EU's WP7 expert group and GLAM+ with help from local universities.
- **For Whom?** GLAM+, T4EU partners, students, scholars planning joint projects and events.
- **By When?** By the end of the project (Oct 2027), we aim to increase the number of formal ongoing collaboration between GLAM+ and T4EU universities by 10%.

B) Sustainable Heritage Student Competitions (2025–2027) to reach GOAL N. 2

- **What?** Challenges where students solve real problems (even through BIP programs) related to Sustainable heritage in its multiple conjugations.
- **How?** Through "Blended Intensive Programs" (BIPs), where students from different countries work together online and in person at sustainable heritage activities and events.
- **Who?** Organized by GLAM+ and T4EU partners.
- **For Whom?** Students, PhD and early-career researchers.
- **By When?** By Sept 2027, we aim at training 100+ students.

C) Regional Heritage Workshops, Heritage Conferences and Festivals (2025–2027) to reach GOAL N. 3

- **What?** Analytically and methodologically oriented events and activities where BIP programs are encouraged on different Topics related to Cultural and Sustainable heritage.

- **How?** T4EU events and activities like the Narva Workshop “How to reframe monuments” or the UNITS UP shared exhibition “*Garden of the (In)visibles*” show and allow to reflect on contested, difficult or neglected heritages.
- **Who?** Hosted by T4EU universities in collaboration with GLAM+, with experts, scholars and PhD students.
- **For Whom?** Academics, GLAM+ Staff, Scholars, students, PhD, General public.
- **By When?** By Sept. 2027, with T4EU Common Cultural Activities we aim to raise public engagement on heritage as a social product.

D) Sustainable Heritage White Paper (2025) to reach GOAL N. 4

- **What?** A policy level guide on successful university-GLAM collaboration, with case studies and policy tips. Document aim at enabling universities to play a transformative role in regional development preserving and promoting multiculturalism and multilingualism.
- **How?** By finalizing the Sustainable Heritage White Paper that shares best practices, like how *Pokrajinski muzej Koper* and the University of Primorska built a 20-year partnership.
- **Who?** Written by the T4EU WP7 Expert group in collaboration with GLAM+
- **For Whom?** Policymakers, university leaders, cultural managers, other EU alliances and private and public cultural organizations.
- **By When?** The White Paper will be published by February 2026 and be part of the Final Deliverable on Final Report on the implementation of language offers and transformative heritage in Oct 2027.

3. Glossary

1. **BIP (Blended Intensive Program):** Short courses combining online learning and in-person mobility.
2. **Common Cultural Activities:** activities designed to allow partners to cooperate on WP7 themes.
3. **GLAM+:** Galleries, Libraries, Archives, Museums + non-profit organizations, public and private cultural institutions, informal collectives and volunteers.
4. **GLAM ecosystem Roadmap:** strategic plan to engage stakeholders. It fosters collaboration, innovation, and sustainable infrastructure for knowledge sharing across institutions.
5. **Regional Heritage Workshops:** multiple days workshops designed to deepen particular aspects related to heritage.
6. **WP7:** The Work Package of the Alliance that deals with the Issues related to Sustainable Heritage.
7. **WP7 Expert Group:** the group of scholars who regularly meets and work in carrying on the WP7 on a scientific base.