



ANNEX 1

Internal Report Form

1. Identification

Project	SMART Tourism Destination increasing citizen's sentiment of sharing local tourism related values through gamification using emerging mobile Apps and SMALL Data analysis. 2020-1-TR01-KA203-092920
Partner institution	National Gallery of Slovenia
Contact person	Michel Mohor, michel_mohor@ng-slo.si
Reporting period	31/05/2021-30/03/2022

2. Financial statement: Expenditures incurred in the reporting period (reported from 31.05.2021 to 30.03.2022 and how much has been spent since the beginning of the Project)

(all figures in EURO)*	Agreed budget*	Realized in reporting period	Realized total
Project management and implementation costs	6.000 €	2.500 €	4750 €
Intellectual Outputs	19.180 €	10.549 €	13.700
Transnational project meetings	4.600 €	0 €	0 €
Multiplier Events	3.000 €	0 €	0 €
Learning/Teaching Activity	1.610 €	1.610 €	1.610 €
Total	34.390 €	14.659 €	5.401 €



3. Activities implemented

Intellectual Output Number: IO1	
Start date: 01.09.2020	End date: 30.09.2021
Description of specific tasks undertaken	<p>STORIES FOR THE GEODEMA APP The gallery staff prepared stories for the app, focusing on Ljubljana. After research into how to prepare the best posts that would merge museum standards with features of social media posts, two members of staff prepared the stories and the thematic routes.</p>
Intellectual Output Number: IO2	
Start date: 01.10.2021	End date: 30.08.2022
	<p>DIGITAL BADGE IDEATION After the LTTA in Paris, the NGS team researched cultural digital badges, looked and tested several platforms and prepared a checklist of soft and hard skills the Gallery's digital badge will foster.</p> <p>PARTNER MEETING IN LJUBLJANA We programmed the partner meeting to include tour of Cukrarna, the largest contemporary-art exhibition in the country, the house of Jože Plečnik, who designed the UNESCO-protected parts of the city and of the National Gallery of Slovenia, which focuses on workshops with locals.</p>



<p>Description of specific outcomes produced</p>	<p>STORIES FOR THE GEODEMA APP 149 stories that focus on cultural heritage, personal stories and food. The thematic routes focused on Slovenian cultural brands that foster intense personal connections with local people: works of Jože Plečnik, Ivana Kobilca, baroque architecture and Slovenian Impressionists.</p> <p>DIGITAL BADGE IDEATION Staff selected platforms for the digital badge quiz and e-book, prepared the architecture of content and a checklist of soft and hard skills that the badge programme will foster.</p> <p>PARTNER MEETING IN LJUBLJANA The meeting in Ljubljana presented the consortium with a range of good-practice examples of how to engage local and visiting guests to cultural institutions and what issues have to be taken into account when designing tourist and local programming.</p>
<p>Evaluation of outcomes</p>	<p>The outcomes are in line with the revised timeline.</p> <p>The stories provide a significant foundation for the popularization of the app, especially internationally.</p> <p>The meeting in Ljubljana was fruitful, since the partners experienced model cultural tourism products and laid down the final deadlines and delegated the tasks to appropriate partners.</p>
<p>Description and justification of any changes to or variations from the original work plan</p>	<p>There were significant changes to the dissemination plan, presented in the submitted project, with the dissemination now happening over mostly online platforms instead of the .</p>
<p>Impact of the change on the project and the work plan</p>	<p>n/a</p>



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Project Management and Implementation

Please provide an overall state of play of your project: what are the achievements of the project at this stage? Are the initial project activities and objectives being carried out and reached so far?

From June to September 2021 the Gallery staff has been involved in preparing c. 150 stories for the app, with the goal of creating enough content for regular users to start posting. In autumn, with the stories uploaded, the Gallery started dissemination of the app, its goals and usage. Most activities were done according to the revised timeline or were adapted for the current pandemic situation.

Please describe further in details the project activities supported by the grant for Project Management and Implementation that have been carried out until now.

- n/a

How did the project partners contribute to the project so far? Has the distribution of tasks been adjusted since the application stage?

The National Gallery of Slovenia has been, since, May 2022, involved in the following Project Management and Implementation activities:

- creation of app stories to engage citizens to create more stories;
- preparing ideas for the digital badge content and utilizing NGS own statistics and experience take-aways;
- translating and localizing the content for the digital badge;
- preparing a checklist for digital badge soft and hard skills goals;
- programming and facilitating the project meeting in Ljubljana;
- financial overview and reporting on the project.

If relevant, please describe any difficulties you have encountered in managing the implementation of the project and how you and your partners handle them.

n/a



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Follow up Impact

What has been the project's impact so far on the participants, participating organizations, target groups and other relevant stakeholders?

The participants/participant organization staff gained new knowledge and skills in story-writing, thematic maps, small-scale data analysis and digital badges. The impact has been the creation of over 150 stories and 9 (up to now) thematic maps and gained skills to create the digital badge infrastructure and content (in the coming months).

Target groups have been made aware of the project, its goals and of the app, but the desired impact has been hampered (for now) with the severe pandemic rates that depressed gallery visit, tourism movement and school participation.



Narodna galerija



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Dissemination activities implemented

Start date: 31/05/2021	End date: 30/03/2022
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Brief description of dissemination activity	Date(s) (dd/mm/yy)	Place	Targeted audiences/ target numbers
Newsletter dissemination: Slovenia, between autumn 2021 and spring 2022, was experiencing one of the highest Covid infection rates in Europe, with depressed travel and tourism. The original Gallery dissemination strategy, where people could travel across the central/northern part of the country, had to be redirected online. The Gallery encouraged schools and individuals during lockdowns/quarantines/work from home to post personal stories about their hometown to the app.	November 2021- March 2022	Ljubljana and Slovenia	Schools and general public; 18 newsletters, c. 950 addressees each time
Social media dissemination: we encouraged the general public to post their personal stories to the app.	November 2021	across Slovenia	General public, 236 interactions with posts
Website presentation: we prepared a subpage on our main website, where we present the Gallery's EU and other projects. https://www.ng-slo.si/en/about-the-national-gallery-of-slovenia/eu-and-other-projects	5 May 2021 - ongoing	the internet	General public, expert public

Please attach documentation of each dissemination activity (presentation, poster, flyer, address of social media, agenda etc.)





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4. Declaration

I, the undersigned, hereby declare that the information contained in this Report is accurate and in accordance with the facts. In particular I certify that the Financial Statement properly reflects the transactions made for the project in accordance with the provisions of the Agreement Number “2020-1-TR01-KA203-092920” and its Annexes signed with the Turkish National Agency at full supporting documentation to justify the costs and revenues is available for checks and audit.

Signed in: Ljubljana, 1 April 2022

Michel Mohor
National Gallery of Slovenia
Project contact person

Barbara Jaki
National Gallery of Slovenia
Director



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