



**Welcome to
the MNEMOS Project Newsletter.**

In this fifth issue you will find an article on the results of the MNEMOS project and an article on the affiliation of MNEMOS to the Finnish KULMAT Web Community and to ARIADNE Foundation to foster learning resources share and reuse.

Enthusiastic response to the results of the MNEMOS project!



For the past two years our team drawn from five European countries: Italy, Finland, Czech Republic, Greece and the UK have been working on a ground breaking project examining Enterprise Cultural Heritage (ECH) management. The 'Quality & Innovation in Vocational Training for Enterprise Cultural Heritage Management' (MNEMOS) project is aimed at increasing awareness of ECH in small enterprises, identifying their training needs in this field and developing free training material to meet those needs.

The training material developed by the project will help anyone interested in learning how they can use the heritage of their business to become more competitive in business. There are four elements to the training; Heritage Management, Brand Management, Change Management and Intellectual Property Rights Management. These four modules are available in the five languages of the project (English, Finnish, Italian, Greek and Czech) from our website at www.enterprise-cultural-heritage.org/en/e-learning.html.

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After initially testing the material with academics and experts in the field we asked for feedback on the training from small company owners and managers and vocational education and training organisations from the five countries involved in the project. To get more comments on the material and how it could be improved the training was also presented at a number of academic and industry conferences and a special Innovation through Heritage event at the University of Salford www.enterprise-cultural-heritage.org/en/events/44-events/76-mnemos-event-uk.html . Taking into account the results of this testing and the feedback received the material was improved to make it more accessible and relevant to the small companies for whom it was intended.

The response to the training material was enthusiastic, some of the comments made by those who helped us by trialling the material were:

"I found the presentation full of new and useful insights. The language is fluent and the examples used illustrated the concepts very well and are very relevant."

Dr Furio Petrossi, ICT trainer

"The online training environment meets my needs as a small company, making it possible to study this material at home. I appreciate the need to understand enterprise culture heritage which is often forgotten."

Ing. Zdenek Bezdeka, LITO PIVO, Usti nad Labem, Czech Republic:

"This modern and innovative learning platform is an important tool for every trainee who needs to upgrade their knowledge and skills."

Konstantinos Stergiou, Economist, University of West Macedonia.

"The slideshows were really well done (both educationally and language wise)! All in all, an interesting topic."

Heidi Taskinen, City of Helsinki, Finland.

"Undertaking the Enterprise Cultural Heritage training has allowed me to identify areas in my business where I can begin to position us differently, drawing on our history and individual approach to client projects - assets that until now I hadn't embraced."

Marie Clement, Managing Director, Elite Edge Marketing Consultants Ltd.

A key lesson learnt during the research carried out while developing the training material is that whether your organisation is a business or a 'not for

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profit' organisation, you have to innovate continuously in order to keep your organisation's mission relevant to your customers, audiences or visitors and your organisational heritage can be of great help in this.

We would like to say a very big **THANK YOU** to those who helped us with the testing of our training materials and filled in our survey to give us their comments as well as to everyone else who helped us with the MNEMOS project, your contribution is vital to the success of the project.



We found that the testing and refining of the training material raised awareness of ECH and how its management can help small and medium sized enterprises in over 47 countries around the world. The green areas in the map above show where the users of the website www.enterprise-cultural-heritage.org are logging on from.

Enterprise Cultural Heritage on KULMAT Web Community.

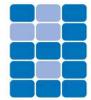
Returning to the roots?

Worldwide, perhaps one of the first areas that paid attention to the potential of Enterprise Cultural Heritage (ECH) was the tourism industry. So when the Kulmat.fi web community decided to share the Enterprise Cultural Heritage learning materials on their website it was a nice surprise for our project team. It shows that even in that field small companies need more advice on exploiting their ECH – and that representatives of the web community believe that these materials although originally designed for firms in the craft sector are transferrable to other industries as well.

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The login page of the Finnish Kulmat.fi web portal

Through the Kulmat.fi web community our learning materials will be available to almost 600 Finnish companies and business developers in tourism and the cultural and creative industries. The Kulmat.fi portal is targeted at those working in these fields, but in our opinion it is a very useful resource for all small companies regardless of their industry. The portal offers a platform where learning materials can be shared, information on on-going projects and space for group work and discussions. Through the portal you can find learning materials on topics such as pricing, distribution channels, sustainability, service chain development – and now: ECH management.

You can find the service at www.kulmat.fi. Joining the community is free but it requires registration. The working language is Finnish.

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MNEMOS affiliated member of ARIADNE Foundation.

The MNEMOS project is now affiliated to the ARIADNE Foundation www.ariadne-eu.org. Becoming an affiliated member of ARIADNE enables MNEMOS to disseminate its digital learning resources even further beyond the project.

ARIADNE is a not for profit association and is a member of the Global Learning Objects Brokering Exchange Alliance (GLOBE www.globe-info.org), it was initially funded by an EU project - "ARIADNE: Alliance of Remote Instructional Authoring and Distribution Networks for Europe" (1996-1998). Since then the ARIADNE infrastructure has been further developed and evolved through the contributions of its members and with significant funding from the European Commission and other sources.

ARIADNE owns and develops a technology infrastructure which allows the publication and management of digital resources worldwide.



The logo of the ARIADNE Foundation

The ARIADNE Foundation was initially created by several European stakeholders and is now expanding into a global network of member institutions which share the same vision: *facilitating the reuse of digital resources that can be used to support learning*. ARIADNE not only has centres worldwide but is also expanding through its affiliated members www.ariadne-eu.org/affiliated-members.

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