



## ENTERPRISE CULTURAL HERITAGE OPEN COMMUNITY MANIFESTO

*Enterprise Cultural Heritage (ECH)* is “a complex combination of a company’s own history and creations (technical contents, industrial design, organization, marketing, etc.) with the potential to transform information and materials into *extended products*.”

Effective ECH Management can increase creativity in production and develop innovative knowledge management skills, boosting the productivity and performance of Small and Medium Sized Enterprises (SMEs) which have a long and rich history.

### Scope

The MNEMOS project aims to develop an innovative vocational training approach in order to enable SMEs to exploit the potential of ECH Management.

The MNEMOS project aims to support:

- SMEs with a rich cultural enterprise background to turn this intangible asset into a key competitiveness factor;
- SMEs which currently do not have access to specialised training with innovative new training, in order to promote higher performance within the sector.

The development of new competencies and skills and a more effective use of ECH will enhance the employability of individual workers and improve the competitiveness of SMEs by helping them to use the economic value of their unique cultural heritage.

To this end an ECH Management training package has been developed and can be accessed following the link to the learning platform from the MNEMOS project homepage [www.enterpriseculturalheritage.org](http://www.enterpriseculturalheritage.org).

### Objective

This Manifesto defines the terms of use model as well as the tools and etiquette to join and contribute to the ECH Open Community.

The ECH Open Community actively participates in enhancing the definition of ECH, setting up an ECH Management Methodology and developing a package of ECH competences and skills supporting the ECH Management Methodology itself:

1. Discussion about ECH Management Methodology enhancement is based on the ECH Management Methodology Guide delivered by the MNEMOS project and takes place in the **ECH LinkedIn group**.
2. Discussion of ECH competences and skills is based on the ECH Competences and Skills document delivered by the MNEMOS project and takes place in the **ECH LinkedIn group**.

The ECH Open Community also keeps track of the number of organizations interested in experimenting with ECH Management methodology, gathers contributions to ECH Management from other sources, reports knowledge based services in traditional sectors, particularly in companies with a long (over 25 years) and rich history.



## **Governance**

The ECH Open Community is based on a collaborative approach to the integration, improvement, sharing and creation of knowledge making it available to everyone. People interested in ECH: SME managers, employees, professionals, SME associations and highly skilled experts who actively participate in the Community, will enhance the potential of this collaborative approach to knowledge.

Each person taking part in activities related to the ECH Open Community contributes to the community. Participation can be at different levels: theoretical contributions to the enhancement of the Wikipedia ECH definition, documentation, posting on the LinkedIn lists, research and practical in sharing examples and resources which can enhance the functional application and use of Enterprise Cultural Heritage concept.

Contributions can be made by individuals or by companies: users, consultants, associations, etc. who in some way have an interest in developing the results of the MNEMOS project. In no case will any disbursement or economic participation in the community be asked.

The content of the MNEMOS project created and shared within the ECH Open Community is covered under a Creative Commons Attributions 3.0 License. All documents covered by other licences should be managed separately by the MNEMOS partners, in accordance with the MNEMOS project partnership agreement.

Decisions will be taken by the ECH Open Community as a whole with as broad agreement as possible under the supervision of the MNEMOS partnership.

## **Etiquette**

All discussions, contributions and problems will be public and treated in a transparent way. Only security issues should be considered and treated following specific legislative rules.

This place should not be used for marketing, advertising, or any other discussions that are not focused on ECH Open Community related topics. The moderators reserve the right to ban users who don't follow the above manifesto.

## **Language**

The primary language to be used for LinkedIn discussions is English.

## **Discussion structure**

The four main discussion areas are:

- ECH community member introduction
- ECH concept
- ECH methodology
- ECH training material
- ECH good practice examples