

OUTPUT FACT SHEET

Pilot actions (including investment, if applicable)

Version 3

Project index number and acronym	CE1491 - STIMULART
Output number and title	O.T3.2 - Pilots supporting and testing products/services built on local culture-based creativity
Investment number and title (if applicable)	
Responsible partner (PP name and number)	PP6 - Bclever s.r.l.s.
Project website	http://www.bclever.it/?page_id=140
Delivery date	03.2022

Summary description of the pilot action (including investment, if applicable) explaining its experimental nature, demonstration character and transnational added value

Bclever S.r.l.s. was involved in the implementation of a User-Acceptance Testing Area (UATA) for CCI Products pilot in Vittorio Veneto.

This center has been equipped to facilitate end-user testing of innovative CCI activities, allowing to develop and test methods, commodities and equipment needed to orient products and services towards effective value proposition and “fit for market” expectations.

Thanks to the opportunity of work with international partners willing to share expertise, data, & ideas Bclaver S.r.l.s can be able to improve its contribution to sustainable territorial development that combines innovation & tradition. Additionally, the development of this kind of technological focused center can allow Vittorio Veneto to become a regional reference point for CCI start-ups & other innovators, also coming from abroad.

Regarding economic activity, the implementation of the pilot aims to provide new cooperation possibilities for local CCI actors.

Considering the trend of the market, we have decided to develop the VIRTUAL HUB, a physical space where citizens, institutions and above all professionals from the creative world can meet the future and the pioneers who are building it.

In this space, professionals are provided with a room where they can carry out meetings, training activities or artistic performances based on the use of modern "Oculus Quest 2" VR headsets, but there will also be 360 ° cameras and latest generation workstations, with pre-loaded 3D modeling software that communicate with VR viewers.

Also available at the VIRTUAL HUB are 3D printers (PLA/resin), a robotic arm for photogrammetry of small objects and drones for aerial photogrammetry, as well as business and administrative support for those professionals who need it.

The experience gained in Vittorio Veneto, not only in the short duration of the project but above all in the medium-long term, can become a best practice to be replicated in those European cities that have the same characteristics.

NUTS region(s) concerned by the pilot action (relevant NUTS level)

At this initial level, the NUTS region that will be mainly affected by the pilot project will be the "ITH34 - level 3 - Treviso", also due to the fact that the StimulArt project foresees a strong local root. It is not excluded that, with the growth of our skills and the thickening of the network of CCI's professionals, it will be possible to influence the "ITH3 - level 2 - Veneto" NUTS region.

Investment costs (EUR), if applicable

The original plan foresaw € 14.956,00 - under BL5 - divided as follows: Dig.camera+accessories, 3344€; Audio-visual sys. (recorder/mixer/projector), 4228€; IT&video editing sys. (PC/tablets/monitors/editing SW/VR monitoring), 6184€; Furniture for editing/neuromarketing rooms, 1200€.

While the project was underway, with the JS authorization, we moved part of the funds for the purchase of the "Oculus Quest 2" VR headsets, an Insta One X2 360° and 3D modeling software: everything inside the available budget.

Expected impact and benefits of the pilot action for the concerned territory and target groups and leverage of additional funds (if applicable)

The Bclever pilot project, in collaboration with the Municipality of Vittorio Veneto, aims to restore Vittorio Veneto attractiveness towards a world of young CCI professionals, helping to reverse the negative demographic trend in a medium to long period.

Thanks to the ability to make technologies with a high access cost available to an ever wider public, the "VIRTUAL HUB" makes it possible to collaborate with schools to enhance the teaching of STEM subjects, also supporting the creation of new entrepreneurial projects, can encourage the creation of collaborations between local companies and CCI professionals, in a virtuous spiral, can favor the birth of new artistic performances based on the use of new technologies and, speaking more generally, foster the technological transition of an entire community.

Sustainability of the pilot action results and transferability to other territories and stakeholders

Sustainability is guaranteed by the fact that the locations costs are covered by the ordinary use of the coworking area, within which the Virtual Hub is located. Materials have already been purchased thanks to Stimulart, while the expenses of the few personnel needed to provide support for the use of the equipment will be required of the users, guaranteeing an almost unlimited duration.

Speaking of replicability, some conditions are needed, such as the political will to support the creation of a space dedicated to technological innovation, the availability of the physical space where it can be developed, the budget ty to purchase the necessary technological resources and, above all, the harmony of the team that will have to build, often from scratch, and manage the network of creatives who will use this space.

Considering that the Metaverse will be increasingly important in the training and communication of products, schools and companies will be the main stakeholders of this project.

If applicable, contribution to/ compliance with:

- relevant regulatory requirements
- sustainable development - environmental effects. In case of risk of negative effects, mitigation measures introduced
- horizontal principles such as equal opportunities and non-discrimination

The Bclever pilot is so innovative that it did not have to deal with relevant regulatory requirements, except those connected to the economic aspects, respected, and those dictated by the management of the pandemic crisis, necessarily fulfilled.

The "Virtual Hub", as a place destined for the use of modern technologies, has as its only environmental impact the consumption of electricity, which could be resolved when the headquarters are moved to a place equipped with photovoltaic panels. For the rest, the main activities will develop in the Metaverse, which requires an awareness of the users on what are the psychological pathologies deriving from an excessive immersion in alternative worlds.

Finally, the "Virtual Hub" was created to make the available technologies accessible to all: overcoming economic, age and disease limits. The "Virtual Hub" is truly open to everyone, and even within the team that follows it there are no distinctions: all they need is technical ability and the desire to get involved.

References to relevant deliverables (e.g. pilot action report, studies), investment factsheet and web-links

If applicable, additional documentation, pictures or images to be provided as annex

Bclever was in charge for the deliverable D.T3.3.2 - Implementation of a User-Acceptance Testing Area (UATA) for CCI Products pilot in Vittorio Veneto.

This task was fully achieved with the full operation of the "Virtual Hub", opened in grand style with a three-day event (<http://www.qualbuonvento.com/it/articoli/categoria/eventi/quando-la-realt-diventa-virtuale/7389>) which has explored many of the fields in which virtual reality can find application and in which professionals of the creative world can find new ideas and new works.

All the pilot action reports, and financial reports have been regularly forwarded to the leading partner and are available, together with all the other project documents and photographs, in the OneDrive relating to the StimulArt project.

Furthermore, the news concerning the project and some of the first experiments carried out with the acquired technologies are available online on the Bclever website and on the Instagram and YouTube pages of the Vittorio Veneto's FabLab Innovation Center.





