







HETOR

Protection and Preservation of Cultural Heritage and local territorial assessment in Campania

Hetor is a pilot project of Route-To-Pa (Raising Open and User-friendly Transparency-Enabling Technologies fOr Public Administrations), conducted in cooperation with the DATABENC Technological district (Distretto ad Alta TecnologiA per i BENi Culturali – High Technology Consortium for Cultural Heritage).

The project is devoted to stimulate local communities to co-create Open Data about Cultural Heritage, to improve the quality and quantity of the Open Data available about the protection and preservation of Cultural Heritage and enhancement of local cultural and environmental resources. The project has as a target the Campania Region in Italy.

The objective of promotion and preservation of Cultural Heritage is realised in collaboration with local communities, local Public Administrations and schools, in order to stimulate their contributions about the "hidden", minor cultural and environmental resources located in the Campania Region:

- Communities: the participants are voluntarily engaged, often by word-of-mouth and by personal relationships with others in the group, and that get little or no training and proceed to create the datasets in isolation, until the end, when some help is needed for the polishing.
- Public Administrations (PAs): the engagement is directly with the PA, that chooses to publish data about their resources in the cultural heritage but also about the local resources in general.
- Schools: interactions occur within a set of students (high school) coordinated (only from the organization point of view) from a teacher, with a mix of front-lessons (initial training), to a set of guided labs, to remote collaborations.

The HETOR activities should stimulate the co-creation of cultural data and environmental resources through the use of a Social Platform for Open Data, SPOD.

The SPOD platform allows to create discussions about the kind of List of some co-created datasets, published on the Hetor Open dataset that users want to build, taking inspiration and guide from the datasets already available: on the one hand, there are data from official sources (ISTAT, ANCITEL, MIBACT, UNESCO, etc.), hierarchically partitioned by Towns (Municipality), Provinces (Province) and Regions (data disaggregation); on the other hand, there are data about cultural resources, "enlarged" with demographic data about the town/sub-town district they are located in, allowing further cross-dataset comparisons, within a single dataset (ENRICHMENT). Afterwards, the Co-creation (data co-creation room) allows to create new datasets by small groups of users that will further discuss them and improve them via the discussion in the Agora rooms. New visualizations and datalets can be used to present the data and to ignite comments and feedback.

When datasets are completed and validated by experts, they are published directly into the Open Data repository.

Thanks to the co-created datasets, concerning the Cultural Heritage of Campania Region, Hetor project can promote and preserve the local resources through a series of marketing strategies, using two major ways of communication: Hetor Facebook page and Hetor blog.

- "Enti per il turismo (Regione Campania)" ("Authorities for the tourism for Region Campania, Italy")
- "Aziende Autonome di Cura, Soggiorno e Turismo (Regione Campania)"
- "Pro Loco (Regione Campania)"
- "Castelli e torri costiere (Regione Campania)" ("Castles and coastal towers in Campania")
- "Culti rupestri (Regione Campania) ("Rock cults")
- "Anfiteatri, teatri e odeon (Regione Campania)" ("Amphitheaters, theaters and Odeon in Campania")
- "Itinerari del gusto (Regione Campania)" ("Itineraries of taste")
- "Itinerari del gusto I vini (Regione Campania)" ("Itineraries of taste - Wines)
- "Aree naturali (Regione Campania)" ("Natural Areas")
- "Casellario Politico Centrale" ("Central Political Records Office")
- "Stradario ragionato" ("Odonym History")
- "Museo Open" ("Open Museum").

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