



# PARTNER SEARCH

General	
Organisation (including type of organisation. Please specify if the organisation is the lead partner or not)	MAGMA UNESCO GLOBAL GEOPARK – not lead partner
Region/Country	Norway
Policy Area/key words	Environment, Culture, education and ICT technologies
EU-programme:	Creative Europe
Call:	Cooperation project 2016
Application deadline	?
Target partners	We are looking for a strong leader with interest in UNESCO themes – both cultural and natural themes
Additional information	We are going to share the project idea with strong leader

Project details	
Project title	AD-mira
Project idea	<p><b>OBJECTIVES:</b></p> <p>AD-MIRA aims to increase the visibility, fruition and accessibility to the cultural heritage in Europe within the development of the AD-MIRA methodology.</p> <p>AD-MIRA main goal is the development of an innovative fruition digital model focused on the discovery of the European UNESCO cultural and natural Heritage through exclusive educational digital contents adapted to the most innovative technologies available Worldwide.</p> <p>AD-MIRA aims to implement with new UNESCO sites in Europe the already existing digital platform geoVR ( <a href="http://www.geoVR.no">www.geoVR.no</a> ) owned by Magma UNESCO Global Geopark and Doublethink.</p> <p>AD-MIRA develops specialized competences for the cultural managers enlarge their competences for the content's self- implementation in the geoVr platform. They will be able to implement the system and to guarantee the sustainability of the system after the project end.</p> <p>The AD-MIRA final results will allow people, including motoric disable, to travel around the World, discovering and learn simply sitting on a museum virtual station.</p>

#### ACTIONS:

- Sharing the use of the software –platform GEOvr with the partners
- GEOvr web page and blog adaptation to the new partnership contents-
- Frontal lessons for the content development
- Adapting of the geoVR user manual
- Development of multimedia contents from the partners
- Development of educational contents from the consortium
- geoVR virtual station in the exhibition centre of the partners involved
- E-learning lessons for developing the contents
- AD MIRA On line virtual contents for the web and the APP.

#### Target groups:

- Permanent or temporary disable
- Students
- Tourist
- UNESCO sites cultural managers

#### Expected results:

- Supporting the Audience Development toward social disadvantage categories within the
- On line innovative immersive contents for web page and smart phone
- Tailored Content Management System (CMS) for user friendly content's implementation.
- Exploitation of the geoVR platform within 5 new European Countries.
- Enhancing of competences for cultural managers for the development of exclusive educational contents and implementation of the CMS.

#### Outcomes:

- AD-MIRA CMS- virtual platform development within the geoVR software.
- AD-MIRA On line E-learning course for cultural heritage specialist for the self-implementation of the contents in the CMS.
- AD-MIRA frontal lessons workshop addressed to the development of 360 degrees' photos and digital- educational-cultural –scientific contents for the implementation of the platform.
- Development and placement of 7 AD-MIRA stations within the partner areas.

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<b>Established partners</b>	<ul style="list-style-type: none"> <li>• Magma UNESCO Global Geopark , Norway - Jaren Museum, Norway. subpartner</li> <li>• Doublethink private company in charge for geoVR technology, Norway, (subpartner).</li> <li>• International UNESCO Museum of Ceramics in Faenza,</li> <li>• Imola Digital Museum-Conami Italy , (subpartner)</li> <li>• Sobrarbe UNESCO Global Geopark , Spain</li> <li>• Messel Pit UNESCO World Heritage Site and Geopark – Germany-</li> <li>• Bohemian Paradise UNESCO Global Geopark- Czech Republic</li> <li>• The Hațeg Country Dinosaurs UNESCO Global Geopark, Romania.</li> </ul>
<b>Budget details</b>	<p>Grant requested amount: 800.000- 1.000.000 Euro , to be discussed with the leader.</p> <p>Total budget: 1.600.000- 2.000.0000 Euro-</p> <p>50% of total budget must be self contributio</p>
<b>Contact information</b>	<p><a href="mailto:post@magmageopark.com">post@magmageopark.com</a></p>