

Executive summary and report on the PILOT project of BCLEVER SRLS (PP6)

DELIVERABLE NR: D.T3.3.2

03 2022



SHORTs:

Deliverable; title of the PILOT: D.T3.3.2
Name of the institution: BCLEVER SRLS
Purpose of the PILOT: To revitalize an underutilized urban space, to be reintroduced as venues supporter to CCI activities, create an easily accessible space where small and medium-sized enterprises and the entire creative audience can meet and use virtual reality to improve their position on the market.
Expected results: To become an attractive pole for the whole territory, and also for young people coming from abroad, linked to Virtual Reality's technology. This place and its team can foster the match between the demand coming from the more structured companies and from the market and the services offered by the local and newly set up CCIs.
Key activities: <ul style="list-style-type: none">- Definition of the needs of the local CCI market, through LSG and external experts involvement, in accordance with the PP5 (VVEN) Strategy;- Definition of the physical space and its design;- Purchase of all the materials needed;- Build up of the »Virtual Hub«;- Promotion of the new space and start of collaboration with local CCIs;- Organization of training courses, possibly in collaboration with local schools;- Develop a network of CCIs professionals in VR technology, with the FabLab Innovation Centre as hub of this network
Key stakeholders/target group(s) involved: <ul style="list-style-type: none">- Municipality of Vittorio Veneto;- Trade associations and selected companies;- Local CCIs involved in the technology field;- Schools and employment centers.

- 1. Brief summary of the pilot project:**
- 2. Linked activities (e.g. event(s)/workshop(s)), and summary of the activities performed:**
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1. Brief summary of the pilot project:

Despite a rich industrial environment, Vittorio Veneto has a low attractiveness for young people and records a constant demographic decline, aggravated by the fact that the numerous talents emerging in the area are forced to look for work outside the town.

On the other hand, the use of VR technology is growing exponentially, yet there is a lack of facilities that could make it accessible to small and medium-sized enterprises and to the entire audience of creatives who, thanks to this technology, could improve their position on the market. This type of technology also allows facilitated interactions between different geographical contexts, thus making it easier to work in decentralized urban contexts such as those participating in the Stimulart project.

Thanks to the experience acquired by Bclever Srls through the management of the FabLab Innovation Center in Vittorio Veneto, it was decided to work on the development of a space dedicated to high technology, in particular oriented towards the extraordinary growth in the demand for products related to the use of Extended Reality up to, in particular cases, the Metaverse.

It must be said that this was not precisely the initial project, which instead focused on the creation of an area dedicated to neuromarketing that was easily accessible, even economically, to the wide and diversified audience of professionals in the cultural and creative area.

We then met with various stakeholders, both through direct inter-company contacts and through the format of the two »3+3« calls: these calls consisted of a free-of-charge quarterly permission to use a workstation at the coworking FabLab Innovation Centre and three hours a month coaching on the development of the business plan. These activities made it possible to better understand what could be the most appropriate pilot development actions for achieving the project objectives.

After these meetings we asked for and obtained the authorization and then focused our commitment on the field of Extended Reality, in particular Virtual, going to identify the software and hardware which, interacting and integrating with those already present at the FabLab, would guarantee a better offer to the creatives.

An accurate research was therefore carried out relating to the technologies present and the models of use, research which proved to be complex as these are rapidly evolving technologies characterized by a rapid entry of new products into the market which makes obsolete those offered previously (for example with regard to virtual reality viewers). A further problematic factor is the crisis linked to the procurement of chips and other electronic material which made it difficult to find some technological components.

The choice fell on a photogrammetry software, Matashape Pro, which allows you to recreate virtual models of real objects and places (also called »virtual twins«) and on the recent Oculus Quest 2, one of the most performing and economically accessible VR headsets, in a quantity of 10. The choice of supplementary products was also based on these two solutions, such as everything needed to project onto a double screen, a 3D scanner and

photo boxes of different sizes necessary to make »sterile« the context in which the object to be virtually recreated is placed. The external experts took care of testing these technologies, so as to be sure of being able to offer a performing and fit for market solution.

The next step was to design this space in such a way as to be able to optimize the technologies present so, thanks to the collaboration with the Municipality of Vittorio Veneto, an area was identified within the same building as the FabLab Innovation Center, but on the third floor, so as to ensure the contiguity between the two realities. The Virtual Hub, which at that moment was beginning to take shape, was therefore inserted as an extension of a project already functioning since 2016, dedicated to the incubation and support of local start-ups as well as the development of products based on the use of technologies such as 3D printing and laser cutting, and did not require the investment of additional resources for the rental of spaces or equipment.

On the other hand, the technologies chosen are extremely flexible, therefore even an eventual transfer of "physical" space would not in the least affect the full effectiveness of the Virtual Hub and it is easy to carry out activities even outside the designated spaces (for example at the companies or bodies of the territory).

Thanks to the collaboration with the external experts, the new space was first created digitally, and then built in the center of Vittorio Veneto, where it was inaugurated with three afternoons of events, from 18 to 20 March 2022, which saw the participation of 55 people, divided into small groups in line with the COVID-19 legislation, in a series of workshops dedicated to the different areas in which the VR technology offered at the Virtual Hub can be used. The »VR Experience« event was also the right opportunity to boost the communication campaign via social networks, increasing the attention of a much wider community than the one that was able to be physically present over the three day (also due to limitations related to the COVID-19 epidemic).



At the same time the first training course dedicated to videomaking in 360° had already started, organized and managed by a company active in the area in collaboration with a videomaker from Vittorio Veneto, who benefited from the use of the video camera acquired through the StimulArt project and who saw the participation of nine young people from the area.

Further collaborations are already being studied, in particular with the Theater Association »Accademia Da Ponte« and with the Lago Film Fest, with companies in the area and with training institutes such as the Liceo Artistico di Vittorio Veneto, which have started to discover the potential of such kind of technology at the Virtual Hub.

2. Linked activities (e.g. event(s)/workshop(s)), and summary of the activities performed:

In addition to having actively participated in all the activities organized by the project partners, in particular those organized by the PP5 (VVEN), Bclever Srls has carried out an initial market research on the types of realities that could be involved as possible stakeholders.

The two »Call 3+3« were launched, the first expiring on 30/11/2020 and the second on 19 September 2021. Two projects were assigned to the workstations at the end of the first call: the first project, entitled »The loop that isn't there«, aimed at creating a social network focused on the exchange and recovery of design objects, especially in the fashion sector: an original idea, given that the »Vinted« app had not yet arrived in Italy in such an important manner. The second project, on the other hand, focused on the development of theatrical activities capable of exploiting the potential offered by 360° video cameras or that could integrate with the real environment, creating augmented reality products.

The second call, which had been studied in more detail and which had seen the development of a more complex communication campaign, focused on enhancing the Instagram page of the FabLab Innovation Centre, unfortunately was deserted due to the return of limitations, as well as the fear, of COVID-19.

The virtual model of the Virtual Hub was created and shared online (link to the site <https://skfb.ly/o8yLF>) and was included in the larger virtual tour created at the FabLab Innovation Center in Vittorio Veneto

(<https://my.matterport.com/show/?m=ZnchfJdREv2&play=1>). Both visits can be made both in 2D from PC/tablet and smartphone screens, and in VR, anywhere in the world, using the most common types of headsets available on the market.

The »VR Experience« event was held from 18 to 20 March 2022, the kick off meeting of the pilot project and main event for the BCLEVER team, whose main purpose was to let local operators know about the existence of this new reality, also going to deepen the use of these new technologies in various fields: from training to fast prototyping, from the promotion of the territory to social commitment.

The event was divided into 3 macro-topics, each one of them divided into 3 specific topics:

1 Virtual Reality for CCI professionals:

1.1_Product storytelling with the VR;

1.2_The virtual frontiers of training;

1.3_VR art experience.

2 Virtual Reality for the territorial development:

2.1_From the prototype to the 3D object;

2.2_The VR for social services;

2.3_The VR for the promotion of the territory.

3 Virtual Reality for education

3.1_Gamebased learning with VR;

3.2_Videomaking at 360: an immersive experience;

3.3_VR music on stage.

In compliance with the COVID-19 regulation, 55 people attended the event: 36.5% from a general audience of interested people, 20% belonging to the SMEs category, 11% divided between NGOs, higher education and large enterprises. 32.5% did not specify.

3. Expected effects and benefits:

The main effect we wanted to reach was to become an attractive pole for the whole territory, and also for young people coming from abroad as digital nomads, linked to Virtual Reality's technology.

We are not just talking about supporting young creatives in the development of new products, which would already be important, but we act because the Virtual Hub and its team can foster the matching between the demand coming from the more structured companies and from the market and the services offered by the local and newly set up CCIs.

This approach could lead to a double result in the short to medium term: on the one hand, creation of new professional skills and new jobs, both for young people leaving compulsory schooling and for people seeking professional requalification, on the other hand, creation of wealth in the area, which thanks to the new types of products can enhance the offer of both new companies and the larger and more structured ones that animate the city's industrial fabric.

In the medium-long term, on the other hand, the ability to attract and/or maintain young professionals technically and culturally prepared in the area, could contribute to the reversal of the demographic trend that is afflicting our city, as highlighted by the reports of the PP5 - Municipality of Vittorio Veneto.

4. Most important findings, results:

The most important results we have achieved so far are linked to the full operation of the Virtual Hub as a physical meeting space between creatives, who can thus not only discover and appreciate new technologies, but also learn how to use them thanks to the support of our staff.

The stretch caused by COVID-19, which has led both the world of work and that of training to discover and value smart working, has paved the way for the development of relationships on new levels, which disregard physical presence. It is no coincidence that one of the main giants of the technological sector, Facebook, has decided to focus on the Metaverse as a new social platform, not only for fun, but also for training and professional

purposes. In this context, being able to offer creatives the hardware to be able to access this new collaborative and value-producing platform (e.g. NFTs), as well as the basic skills to use it, is a much higher and more important result than what we had set ourselves to reach with the application form of the StimulArt Project.

A further advantage is dictated by the fact that the physical space of the Virtual Hub, where projectors, work stations, 3D printers and other »static« supports remain on a permanent basis, is accompanied by the possibility of carrying out outdoor activities: the bulk of the tools acquired through StimulArt is flexible, allowing creatives, such as videomakers for example, to start filming in the city right now, carry out the editing at the Virtual Hub, and then go to the chosen places to set up workstations equipped with VR viewers where they can enjoy the product thus created.

Another example was the possibility offered to the partners of the StimulArt project to »walk« inside the 3D model of the Virtual Hub already during the Partner Meeting in Kamnik, in October 2021: more than four months before the inauguration.

The same reasoning applies to the creation of 3D models using the metashape software that was purchased thanks to StimulArt, which has already allowed some freelancers, led by the Bclever staff, to reconstruct »virtual twins« of real objects and places.

5. The main outcome(s) of the pilot action:

It is premature to talk about the achievement of the main outcome(s) of the pilot project, as on the one hand the delays due to COVID-19 have drastically slowed down the implementation of the networking activities necessary to develop the ecosystem that is most likely take advantage of the possibilities offered by the Virtual Hub; on the other hand, creation of this network of collaborations is not a job that can be completed in a limited amount of time, on the contrary, it is a constant work over time, which can lead to results even after years.

What we can say is that three collaborations have been launched which could become development drivers, with an aggregating function for other professionals, both in the activity of the Virtual Hub and in the cultural and creative offer of the territory; these collaborations fully reflect the strategic guidelines that emerged during the development of the StimulArt project, both at the municipality level and on the basis of the PP8 (Universität Regensburg) guidelines, and will see us engaged in supporting three key stakeholder's:

1. the first is the Liceo Artitico »B. Munari«, from Vittorio Veneto, whose training offer for the next school year will see the inclusion of a module dedicated to Extended Reality managed in collaboration with Bclever Srls, focused on the use of technologies and know-how present within the Virtual Hub ;
2. the second is the »Da Ponte Theater Academy«, responsible for the city theatre, with whom we are already discussing the opportunity to develop the aforementioned performances in 360° with the cameras of the Virtual Hub;
3. the third is the Lago Film Fest, organizer of an important independent film and art festival held in the nearby Municipality of Revine Lago and which attracts thousands of

people every year, who would like to develop a series of workstations with the Virtual Hub in VR during next year's festival.

At the moment these projects are under development, but the prospects are excellent. For example, with the participation of a local video maker, the possibility of implementing visits in virtual reality in companies producing food and wine products is being studied, which give the possibility of carrying out remote marketing actions that can strongly retain private or professionals clients to local products.

In addition to these, which are the main ones, we are witnessing a slow but constant growth in the request for access to Virtual Hub technologies, in particular to 360° video cameras, mainly to create virtual tours.

Finally, a complete sustainability over time offered by this pilot project is not to be underestimated, since it does not require rental costs for the spaces, as it is set up within the spaces already managed by Bclever, does not provide for the payment of additional salaries compared to those already paid by the company, which makes its staff available to support the creatives in using the tools present at the Virtual Hub, and has limited maintenance costs, linked to electricity, any maintenance or replacement of the outdated technological components.

Reasuming, the most important consideration is that the world and the work are going virtual, and the best outcome of the StimulArt project that we can offer to our city and its citizens, such as students, professionals and businesses, is a meeting and support platform to help them in this transition.

6. Budget table:

Description	Euro
Preparation of detailed Pilot concepts	€ 9.499,50
Support in defining the "Virtual Hub" implementation plan	€ 4.179,78
Workshop organization and carrying out activities	€ 1.000,00
Workshop organization and carrying out activities	€ 1.000,00
Workshop organization and carrying out activities	€ 1.000,00
Implementation of the pilot	€ 5.250,00
Implementation of the pilot	€ 5.250,00
Implementation of the pilot	€ 3.546,50
pilot Multichannel Communication	€ 2.150,00
pilot Multichannel Communication	€ 3.965,00
support for the preparation of the Pilot Evaluation Report	€ 1.774,22
Workstation CORE I9-9900K and MONITOR ASUS VP27 FHD	€ 1.925,00
Epson EB-U05 Video projector	€ 470,59
Software License (Agisoft Metashape professional edition)	€ 2.803,97
Virtual reality headset (Oculus Quest 2)	€ 368,03
Virtual reality headset (Oculus Quest 2)	€ 796,18
Quantity: 2"	

Virtual reality headset (Oculus Quest 2	€	397,86
Virtual reality headset (Oculus Quest 2) Quantity: 4"	€	1.591,45
Full Working station	€	4.205,00
Protective Cover	€	18,02
Camera 360°	€	396,82
Device for Camera 360°	€	20,32
San disk extreme micro	€	21,32
Rechargeable battery	€	28,68
Light box for 3D model scansion	€	41,33
Light box for 3D model scansion	€	73,76
3D scanner	€	650,04
TOTAL	€	52.423,37

7. Lessons learned and recommendations:

This experience has made us understand that three fundamental prerequisites are necessary for an experience such as that of the Virtual Hub to be developed, sustained and replicated: the first prerequisite is that the person in charge of the project has already acted as an aggregating element, and that they can therefore already count on a network of contacts in the cultural and creative sector, albeit numerically limited. In our case it was essential to be able to interface with the network of coworkers who, for various reasons, had already collaborated with Bclever over the years: starting from this consolidated nucleus, it is much easier to expand the network.

The second prerequisite is a clear political will to support the project, even actively, involving both the institutional actors (from the individual municipal offices to the heads of the provincial and regional offices) and the representatives of the worlds of trade associations and industry, which in the end are the main beneficiaries of the services that can arise and develop within a project such as that of the Virtual Hub. However, they are complex partners, who follow specific paths that tend to be longer and more complex than those of the private sector, and therefore need more time, greater clarity and full involvement.

The last prerequisite is the technical capacity and that the entity promoting the Virtual Hub has internal technical skills capable not only of fully using the new technologies, but also capable of investigating new possibilities of use and application in diversified contexts.

In our case, great flexibility in the evolution of the pilot project was fundamental: on the one hand, this meant constant, almost daily dialogue with the network of collaborators and coworkers who animate the FabLab Innovation Centre, thanks to which we were able to redirect the pilot towards a highly topical theme such as Virtual Reality; on the other hand it has meant that the impact of extremely complex situations, such as the pandemic, the consequent serious shortage of electronic equipment/microchips and the inevitable drastic increase in prices, have not completely scuttled the project.

Finally, it has been essential to be able to count on a cohesive and motivated staff, also thanks to the various meetings with European partners, who constantly worked hard to be able to develop something much more complex than a room in a coworking space.

8. Follow-up activities (i.a):

At the end of 2021, technical and organizational support was given for the realization of the »Videomakers at 360°« course, still in the training room of the FabLab Innovation CeneTre given that the Virtual Hub had not yet been set up, but was able to count on the know-how acquired thanks at StimulArt and on the first technologies already purchased. The organizers were a network of Municipalities, including the Municipality of Vittorio Veneto (link to the site

<https://www.progettogiovanivittorioveneto.it/home/evidenza/Anno2021/m09/Laboratorio-Videomakers-a-360-.html#>) in collaboration with a company part of the Bclever Srls network. The output of this course were two 360° videos that immortalized adventures around the city of Vittorio Veneto, and these videos were shown to the guests of the local rest home, so as to give them back a moment of »extraordinary normality« .

A virtual tour of the showroom of a large company in the Vittorio Veneto area has been carried out (link to the site: <https://varaschin.it/>) and interventions are planned for mid-April at the Vittorio Veneto Astronomical Observatory, during which children will live the experience of being astronauts immersed in space, and in mid-June at the local Sports Hall, where the children of Judo Vittorio Veneto will participate in sessions to become familiar with Virtual Reality.

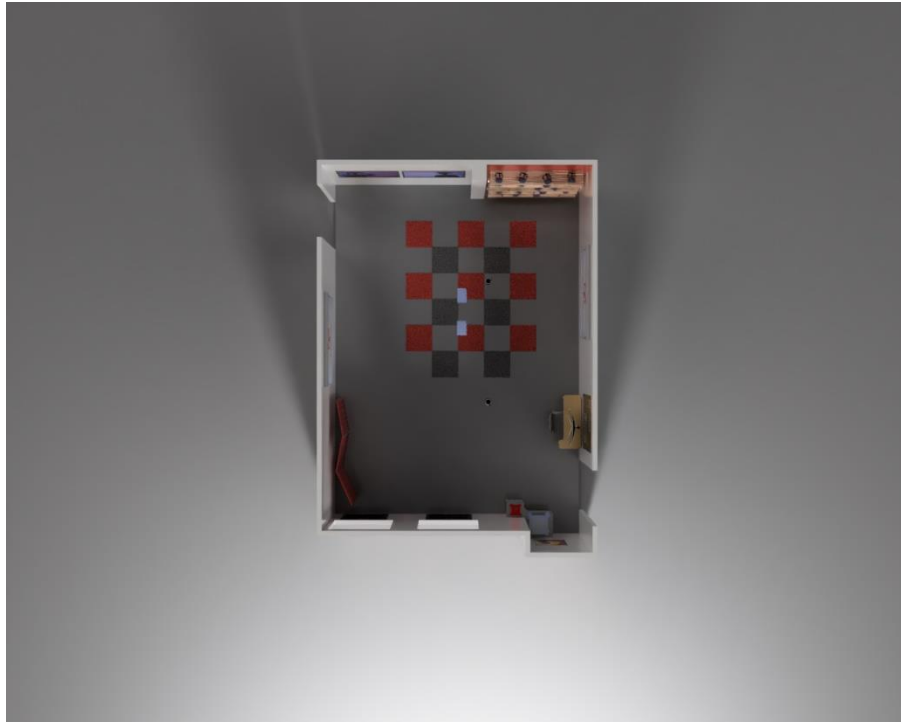
We are also studying the aforementioned collaborations of particular interest with the »Lorenzo Da Ponte Theater Academy«, for the recording of theatrical performances with the 360° video camera and, again based on this technology, with the staff of the Lago Film Fest, who would like to create 360 artistic performances and insert their vision with VR headsets within their extraordinary festival.

Finally, in collaboration with a company of videomakers and freelance 3D modelers, the possibility of creating highly immersive tasting experiences of food and wine products is being studied, which could find in the Prosecco's Hills, a UNESCO heritage site, an excellent market of companies interested in new forms of promotion of their products, in line with the strategy developed by the Municipality of Vittorio Veneto.

Attachments:

1. Photo(s)

Render Virtual Hub



Videomakers 360°



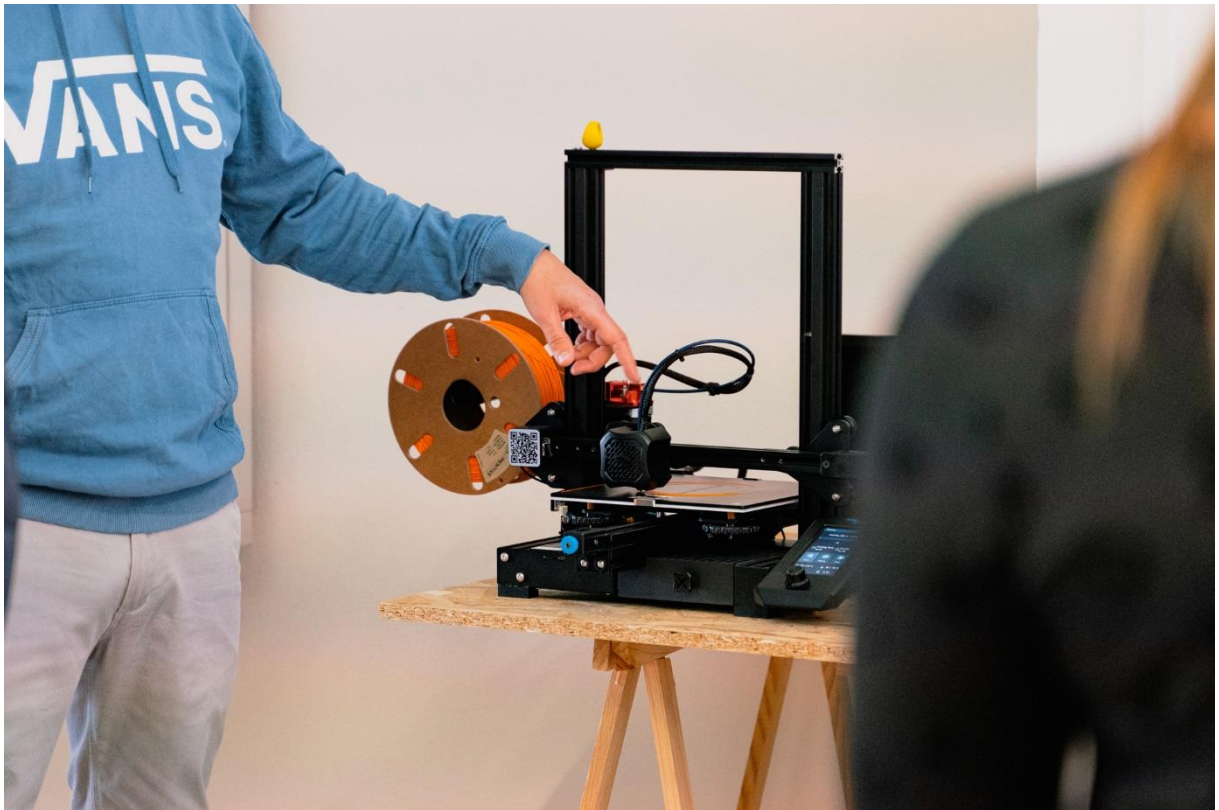
VR Experiences





Virtual Hub Activities





2. Event flyer/invitation(s)



DAL PROGETTO EUROPEO
"STIMULART" NASCE:

3+3: LA CALL PER SVILUPPARE IL TUO BUSINESS CULTURALE CREATIVO (1)

Ogni 3 mesi saranno selezionati 2 candidati, ai quali verranno forniti gratuitamente:
1 postazione coworking presso il FabLab Innovation Centre di Vittorio Veneto
3 ore di private coaching ogni mese per aiutarli nella realizzazione del loro progetto

PER INFO E CANDIDATURE SCRIVI ALLA MAIL
ANIMAZIONE@FABCUBE.EU **ENTRO IL 30/11/2020**,
ALLEGANDO LA TUA IDEA DI BUSINESS








GENTILE

ABBIAMO IL PIACERE DI INVITARLA
ALL'EVENTO

VIRTUAL HUB VR EXPERIENCE

UN WORKSHOP SU TRE GIORNATE
DEDICATE AL PILOT DEL
PROGETTO EUROPEO STIMULART

Viale Vittorio Emanuele II, 3
18-19-20 marzo 2022

*Per informazioni o per riservare il posto ci contatti
oppure scansioni il codice QR*



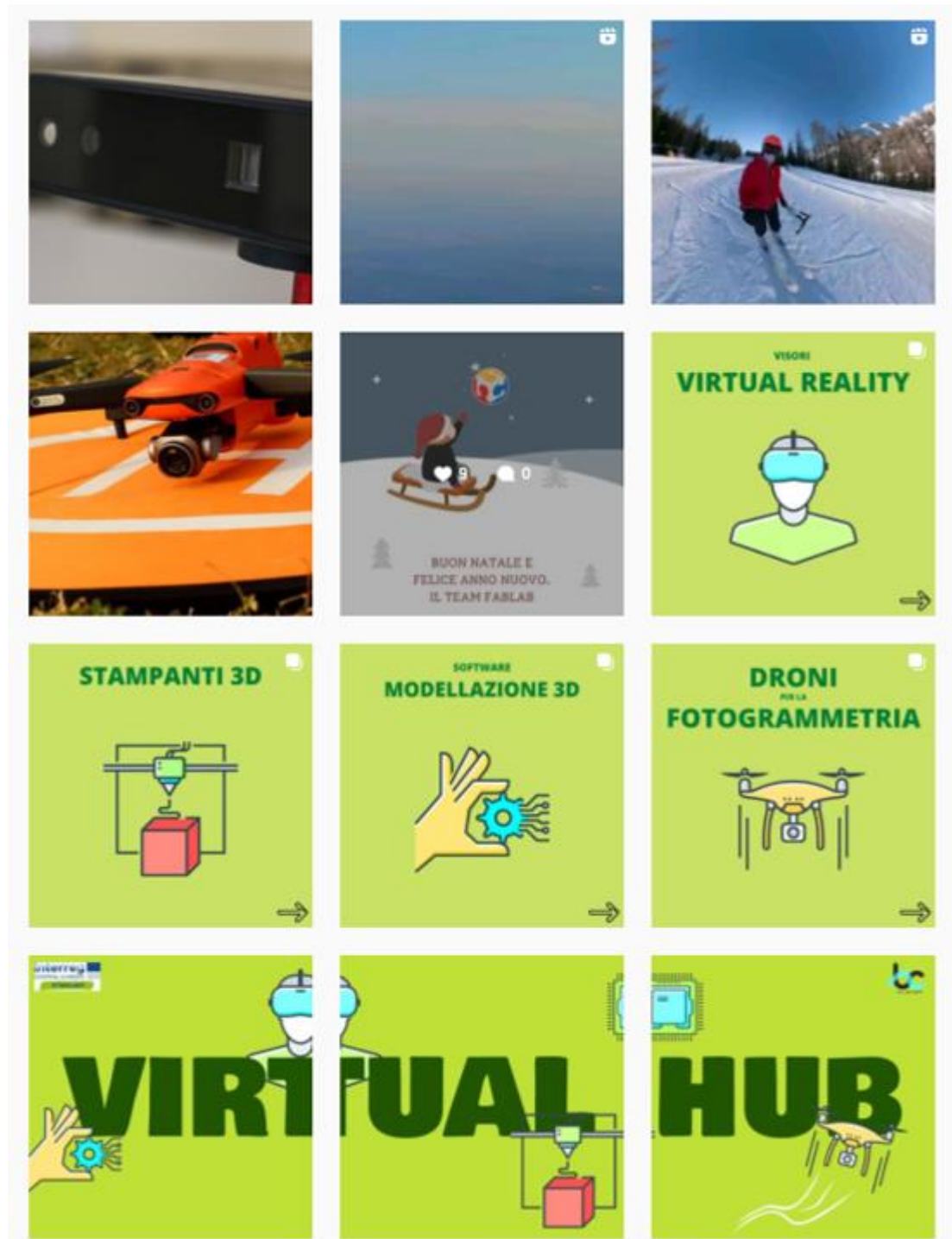


VIRTUAL HUB - VR EXPERIENCE		VIRTUAL HUB - VR EXPERIENCE		VIRTUAL HUB - VR EXPERIENCE	
Day 1 <small>WORKSHOP</small> 		Day 2 <small>WORKSHOP</small> 		Day 3 <small>WORKSHOP</small> 	
<small>@FabLab Vittorio Veneto</small>  		<small>FABLAB</small>  		<small>@FabLab Vittorio Veneto</small>  	
18 MARZO 2022	Raccontare il prodotto con la VR <small>15:00 - 16:00</small>	19 MARZO 2022	Dal prototipo all'oggetto 3D <small>15:00 - 16:00</small>	20 MARZO 2022	Imparare giocando con la VR <small>15:00 - 16:00</small>
	Le frontiere virtuali della formazione <small>16:30 - 17:30</small>		La VR per il sociale <small>16:30 - 17:30</small>		Videomaking 360: un'esperienza immersiva <small>16:30 - 17:30</small>
	VR Art Experience <small>18:00 - 19:00</small>		VR per la promozione del territorio <small>18:00 - 19:00</small>		VR Music con stage <small>18:00 - 19:00</small>
<small>Per iscrizioni - Link in bio</small>		<small>Per iscrizioni - Link in bio</small>		<small>Per iscrizioni - Link in bio</small>	

3. Attendance sheet(s)

See pages at the end of the file

4. Media coverage



5. Follow-up documentation (i.a)





ATTENDANCE REGISTER

Event:

VIRTUAL HUB - VR Experience

Date:

18/19/20 March 2022



no.	Last (Family) name	First name	Occupation / position	Organization	e-mail	Phone	Signature
1	TRIPALDI	Domenico	CEO	Café Deutschland	domenico.tripaldi@cafe.de +49188520129		
2	BUTTAZZONI	SABRILE	WEB DEVELOPER	IN PROPO	gabriele.buttazzi@propro.it 3925319916		
3	CONTRI	SPANO	AGENTE	IN PROPO	info@propro.it 34081547		
4	SIVAREZE	RITA		Protesto Belgio			
5	CAMPARO	MANUEL		NATIONAL FORUMS			
6	TRAVAINI	NICHOLAS	ARCHITETTO		nicholas.travaini@gmail 3372622082		
7	DAN	FEDERICA	GEOMETRA	STUDIO TASSUTO	studio.tassuto@phnomassvat.com		
8	VINERA	CHIARA	STAGISTA URB. LABS	CONVE	8642701401@univ.it 3888047373		
9	DE FANET	GIUSEPPE	BUEN EMPLOYEE	BUENA SMU	isabella.defanet@gmail 3488221632		
10	CHASSI	ALESSIO	LP		g.omass@gmail.com 34703358		
11	PARISOTTO	TAMARA	GRAPHIC DESIGNER	EURODILE	puri.sottotasso@pro.it		
12	PANTO	MATEO	COMMUNICATION MANAGER	BELEVER S&A	MATEO.PANTO@belever.it 3401164975		
13	PIERODU	PAOLO	PROFETA RLO	SAFETY PROTECTION	paolo.pieroduro@gmail 3382132938		
14	PIRA	AUXILIA	DIPENDENTE	"		3406514615	
15	PIRA	MASIMO	"	"	massimo.pira@pro.it 3343347928		
16	DE FRANCISCA	SMILUA	"	"	smilua.defrancisca@gmail 3463605305		
17	Romen	Antonio	Libero professionista	Antonio Romen	tony.studio@pro.it 333284432		
18	GRANA	ANDREA	STUDENTE	-	andrea.grana@pro.it 349556816		
19	DOMINI	UDOVICO	UBERO PROFESSIONIST	BELEVER	domini.udovic@gmail.com 3381933069		
20	DALCA	ALESSANDRO	PROFETA RLO	"	4.141401@belever.it 3924851052		
21	DEFAVANI	ROBERTO	PENSIONARIO	JIPS	roberto.defavani@gmail 328442342		

gmail.com

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Edmund