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REPORT
Quality Assessment of the Platform & Materials

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1. INTRODUCTION

This report serves as a comprehensive compilation and summary of the critical evidence gathered during the piloting activities conducted throughout the Digiport project's lifecycle. The primary purpose of this report is to provide a detailed account of the valuable insights, outcomes, and impacts derived from the pilot initiatives.

The evidence presented in this report encompasses various forms, including quotations from high-profile figures, testimonials, interviews with key, specific illustrative examples, and assessments of the social, economic, and cultural impacts or benefits that have transpired as a result of the piloting activities.

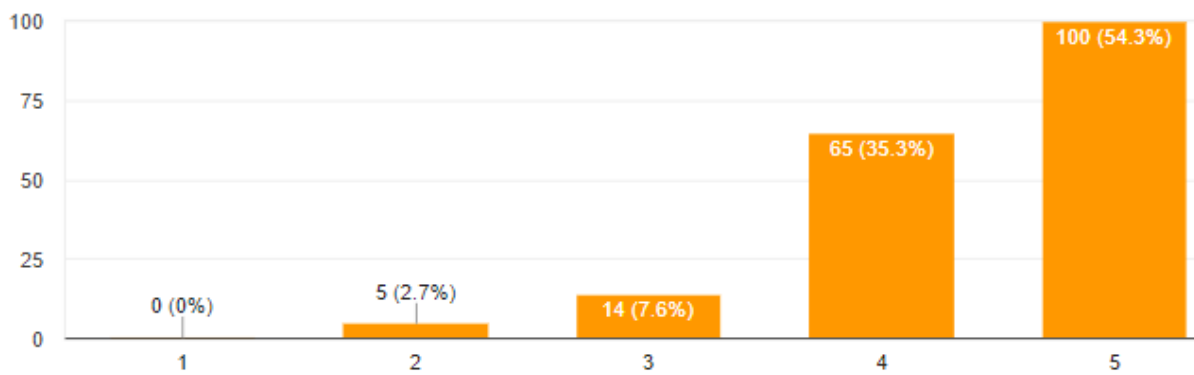
By synthesizing this evidence, we aim to offer a clear and holistic view of the achievements, challenges, and transformative effects of the pilot activities, shedding light on their significance within the broader context of the project's objectives. This compilation of evidence serves as a crucial resource for decision-makers, stakeholders, and future initiatives seeking to build upon the project's successes and learn from its experiences.

2. ASSESSMENT OVERVIEW OF THE PLATFORM AND MATERIALS

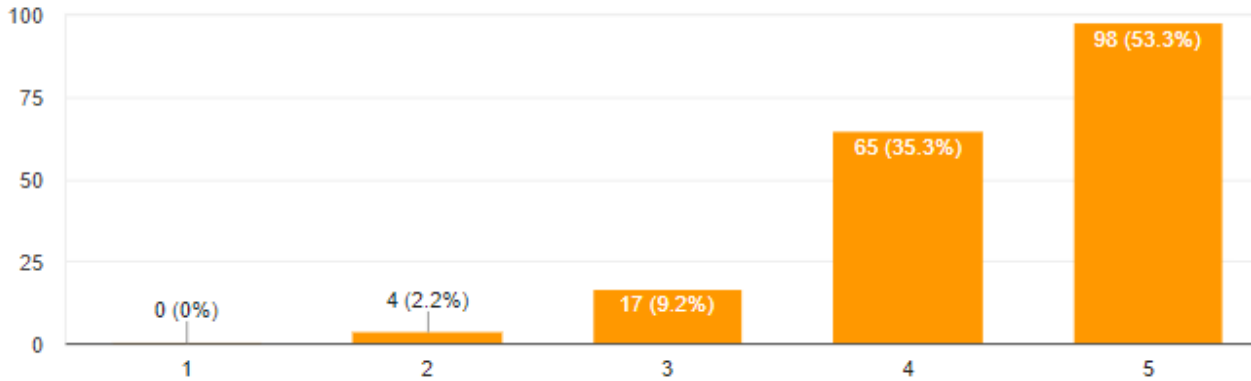
2.1 COURSE STRUCTURE

In total, 180 participants completed the evaluation questionnaire from various project partner countries, including France, Italy, Greece, Ireland, Bulgaria, and Cyprus.

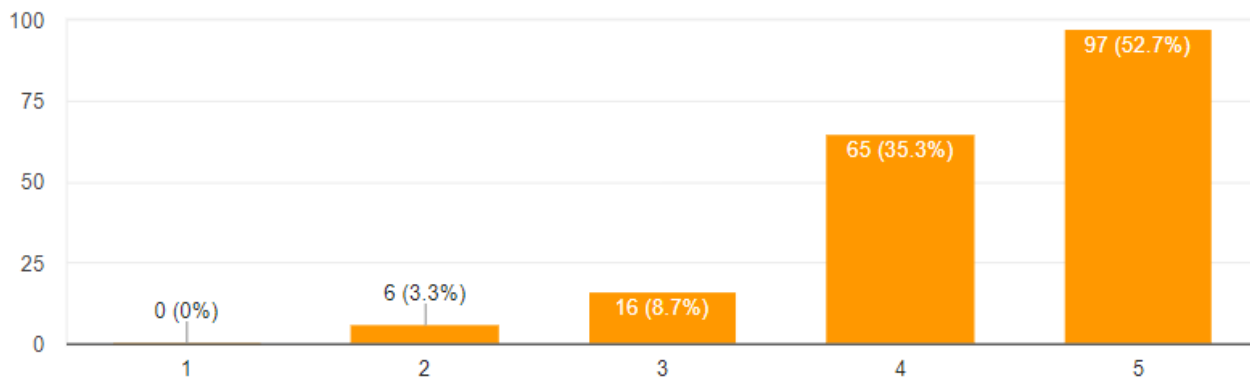
Out of 180 respondents, 165 (89.6%) agreed that the programme flows logically, with 14 (7.6%) respondents providing a moderate response, and only 5 (2.7%) expressing a low level of satisfaction.



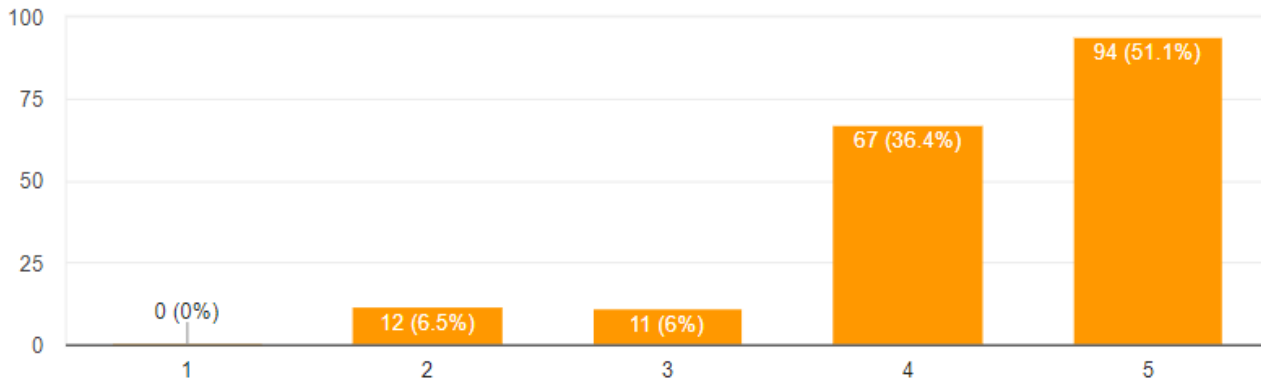
163 respondents (88.6%) agreed that the contents are presented clearly, with 17 (9.2%) respondents providing a moderate response, and only 4 (2.2%) expressing a low level of satisfaction.



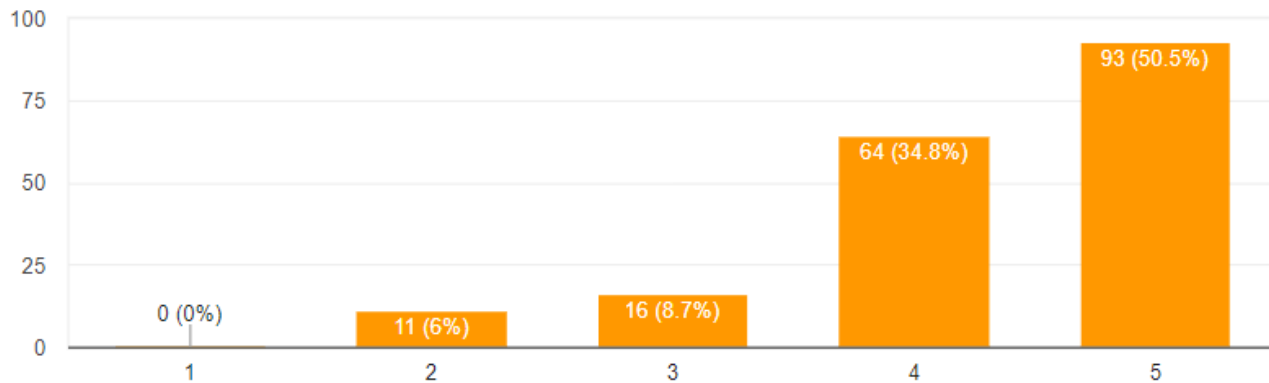
162 participants (88%) found the contents/modules to be relevant, while 16 (8.7%) gave a more moderate assessment, and merely 6 (3.3%) conveyed a lower degree of satisfaction.



161 participants, the majority (87.5%) believed that the activities were beneficial for acquiring new skills, while 11 (6%) expressed a somewhat neutral opinion, and only 12 (6.5%) expressed a lower level of satisfaction.

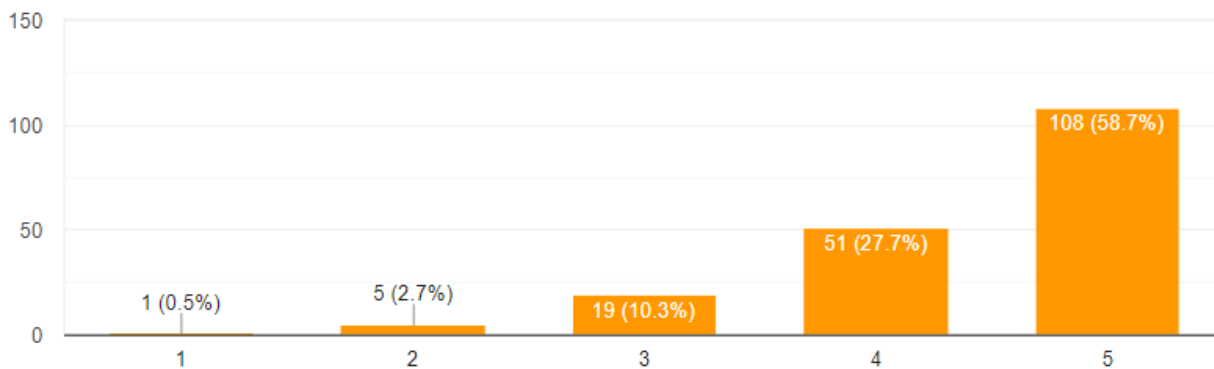


157 participants, (85.3%) considered the additional resources and external links provided to be valuable, while 16 (8.7%) had a somewhat neutral perspective, and only 11 (6%) displayed a lower degree of satisfaction.

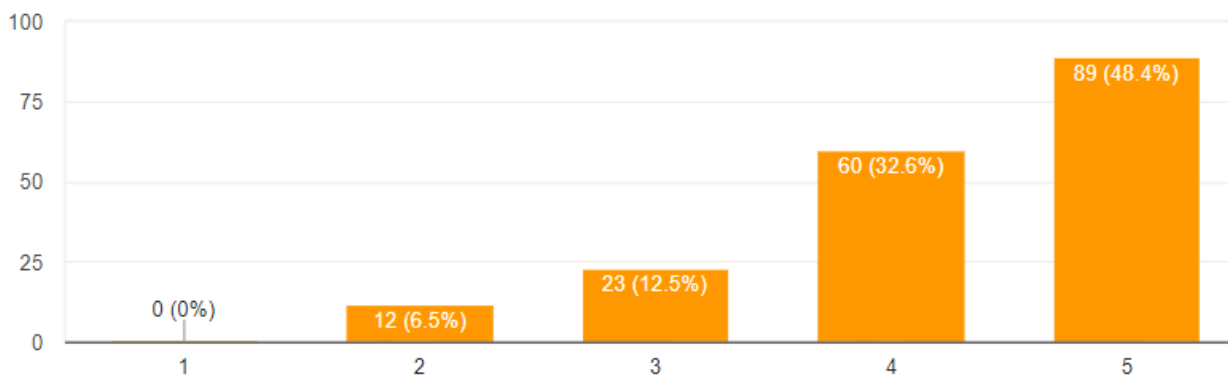


2.2 ABOUT THE TECHNICAL ASPECTS OF THE PLATFORM

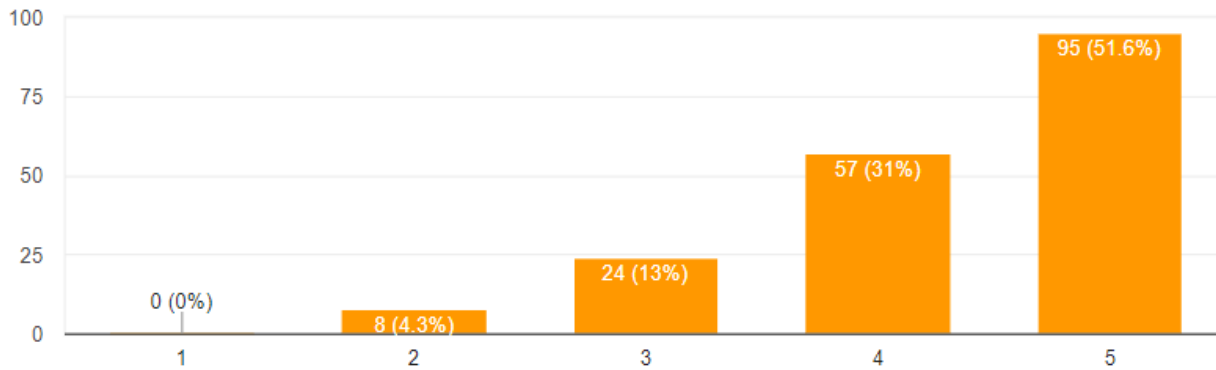
In terms of the ease of using and navigating through the platform, 159 (86.4%) participants provided positive feedback, while 19 (10.3%) had a somewhat neutral perspective, and only 5 (2.7%) expressed a lower degree of satisfaction.



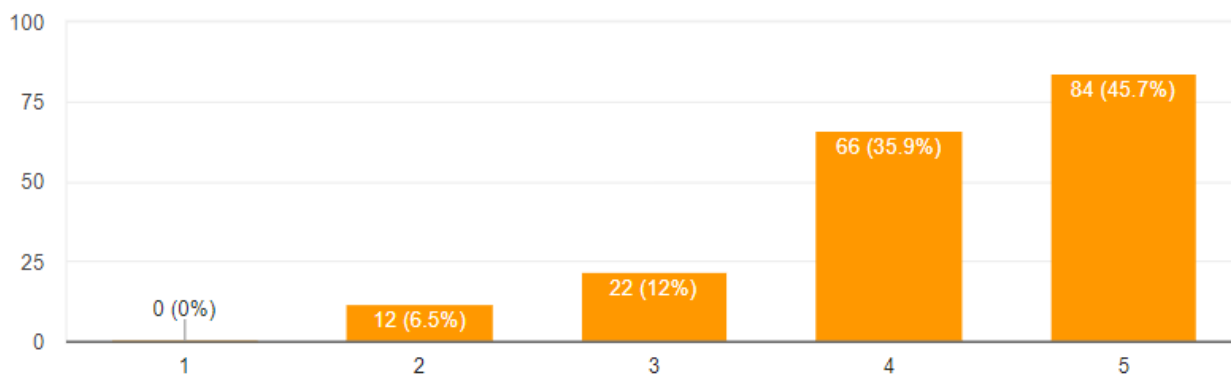
When it comes to the time dedicated to the platform and its various activities/components, 149 (81%) participants gave positive feedback, while 23 (12.5%) held a somewhat neutral view, and 12 (6.5%) indicated a lower level of satisfaction.



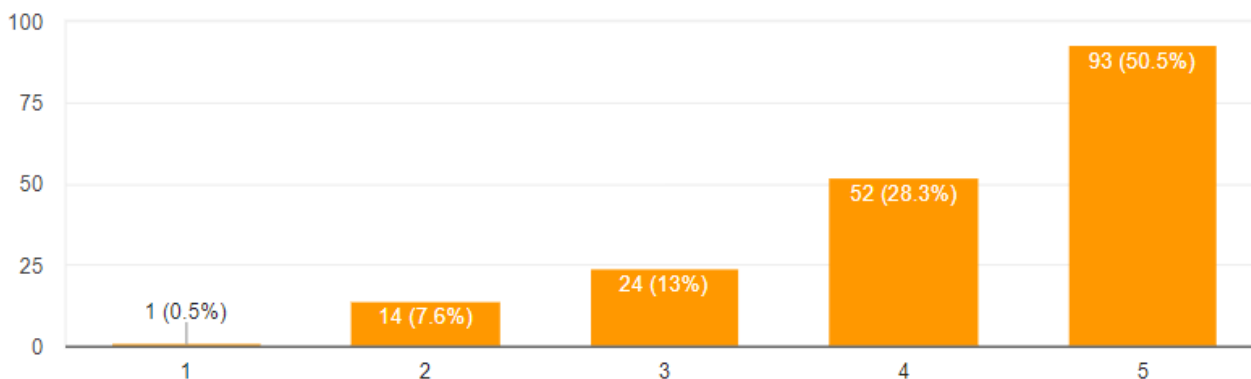
Regarding the ease of inputting new data or information, 152 (82.6%) participants provided positive feedback, while 24 (13%) had a somewhat neutral perspective, and 8 (4.3%) expressed a lower degree of satisfaction.



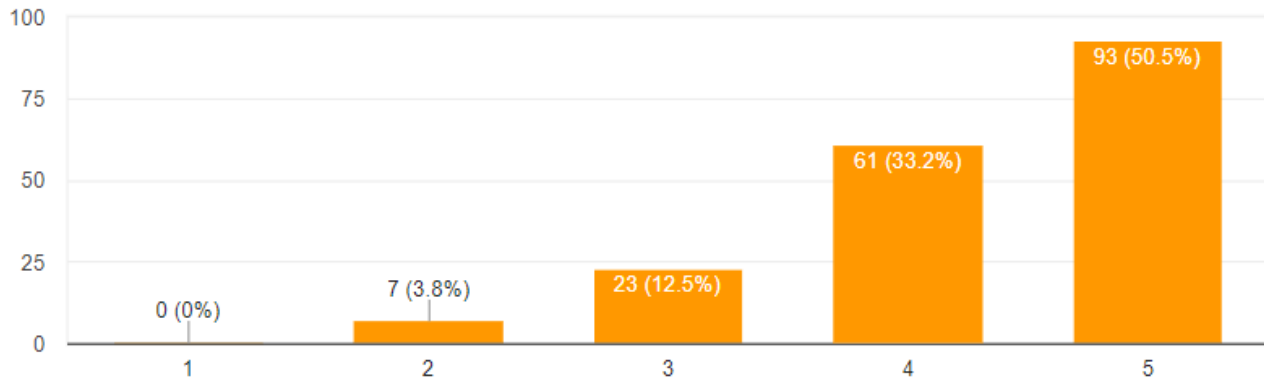
150 participants, the majority (81.6%) found the overall structure and aesthetics of the platform to be excellent, while 22 (12%) held a somewhat neutral view, and 12 (6.5%) expressed a lower level of satisfaction.



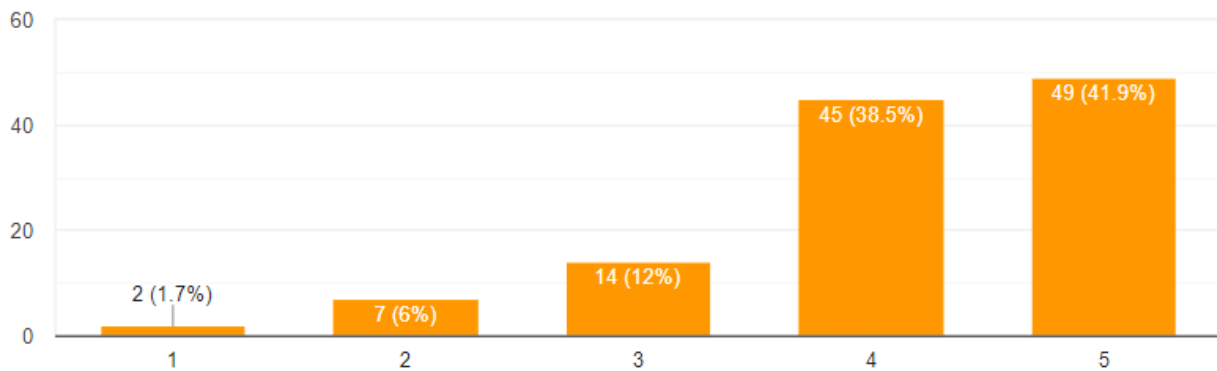
145 participants, most (78.8%) were highly satisfied with the connection/loading of the components and/or their pages, while 24 (13%) had a somewhat neutral perspective, and 14 (7.6%) indicated a lower degree of satisfaction.



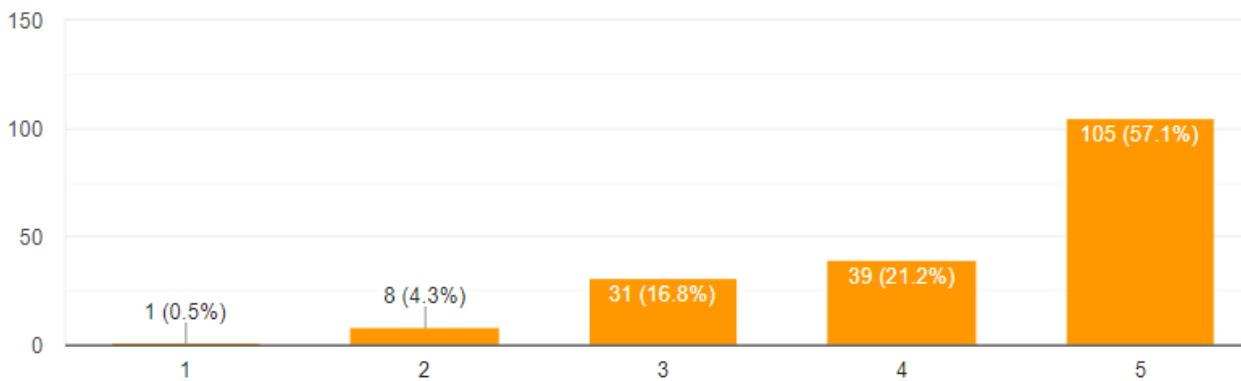
In terms of the level to which the DiGiPORT online platform meets the participants' expectations and personal needs, 154 participants, the majority (83.7%), were highly satisfied with the connection/loading of the components and/or their pages, while 23 (12.5%) had a somewhat neutral perspective, and 7 (3.8%) indicated a lower degree of satisfaction.



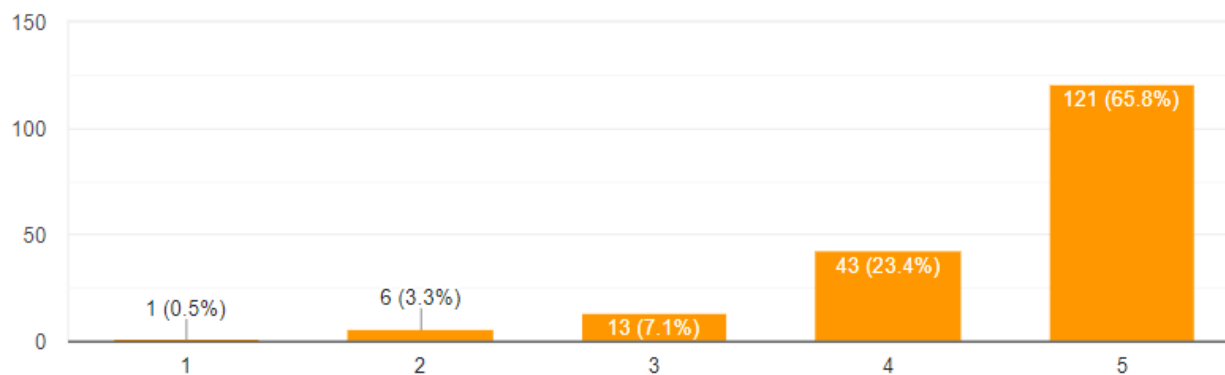
Out of 117 respondents out of which 30 created their own pop-up shops, the majority, 94 (80.4%), agreed that the pop-up shops were easy to create, while 14 (12%) had a somewhat neutral perspective, and 9 (7.7%) indicated a lower degree of satisfaction.



144 participants, the majority (78.3%), agreed that the forums are a valuable tool for cooperation, while 31 (16.8%) had a somewhat neutral perspective, and 9 (4.8%) indicated a lower degree of satisfaction.



163 participants, most (89.2%) expressed satisfaction with the level of technical support received, while 13 (7.1%) had a somewhat neutral perspective, and 7 (3.8%) reported a lower degree of satisfaction.



2.3 An overview of the suggestions for improving the delivery of the programme

Enhanced Interactivity: Many participants recommend incorporating more interactive elements into the programme. This includes virtual workshops, live webinars, and other activities that allow artists to actively engage with the content and instructors, providing a more immersive learning experience.

Collaboration between Artists: Several participants suggest creating more opportunities for collaboration between artists during the course. This could foster a sense of community and allow for the exchange of ideas and experiences.

Immersive Virtual Experiences: It's proposed to introduce immersive virtual experiences such as interactive workshops and 360-degree virtual tours of art spaces to make the learning environment more engaging.

Expert Masterclasses: Inviting industry experts to conduct masterclasses and share practical insights relevant to the current art market and trends is recommended. This could provide valuable real-world knowledge.

More Practical Exercises: Some participants expressed a desire for more practical exercises in the programme to apply the knowledge gained.

Specific Examples: It is recommended to provide more specific examples related to the cultural and creative sectors to make the content more relevant.

Sales and Networking: Participants express an interest in learning more about sales skills, networking, and marketing in the context of the art industry.

Introduction and Roadmap: Providing a better introduction to the course's motivation and a roadmap for the entire process is suggested to help participants understand the programme's structure.

Chapter Divisions: Dividing main topics into chapters and providing more detailed, punctual information within those chapters could enhance the learning experience.

More Specific Content: It is recommended to make the content more specific to art strategies and dynamics, as some modules are perceived as too general.

Motivation and Connection: Providing clear aims and an overall introduction to the programme, as well as connecting lessons, can improve the coherence of the programme.

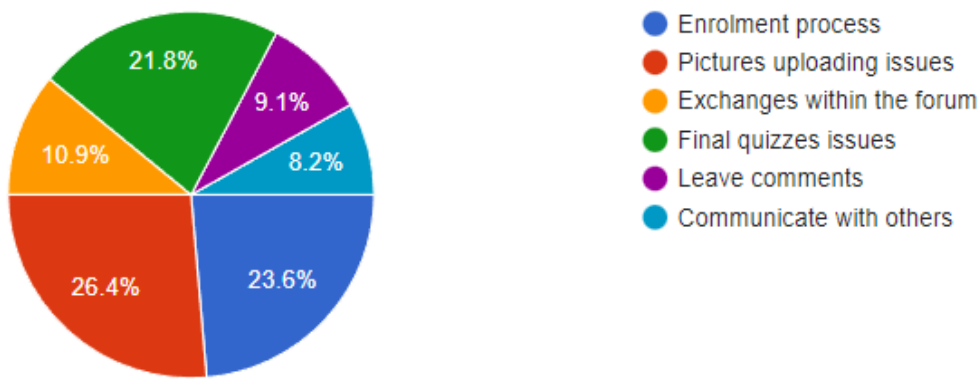
Reduce Information Overload: Some participants feel there is too much information to process and suggest streamlining the content.

Divide Long Modules: Long modules could be divided into shorter, more focused segments to improve comprehension.

In-Person Workshops: Some participants express a preference for face-to-face workshops over online learning.

In summary, the suggestions cover various aspects, including interactivity, practicality, specificity, and expert contributions, to enhance the programme's overall effectiveness and relevance for artists.

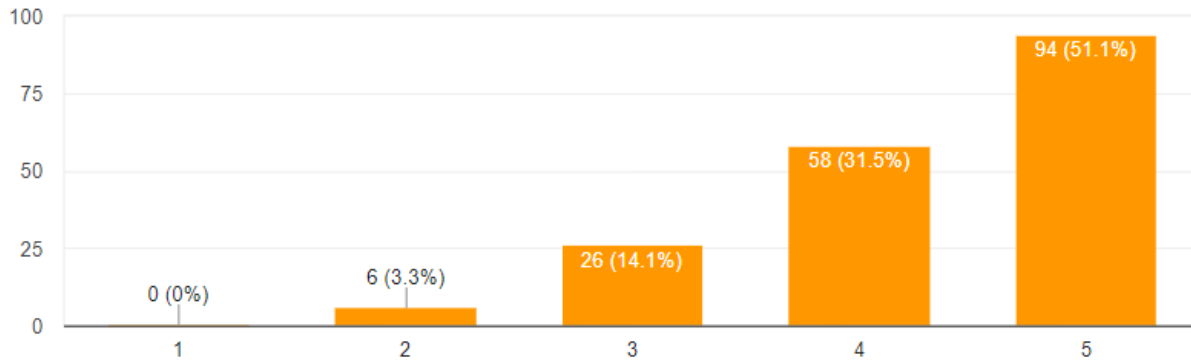
2.4. ISSUES OVERLOOKED



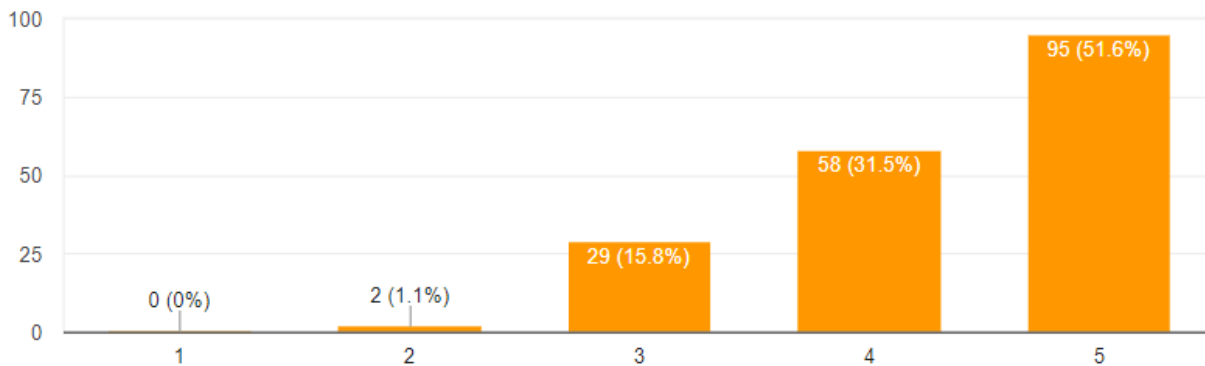
Many participants expressed satisfaction with the platform and did not encounter any difficulties. However, their feedback should not be overlooked as it highlights the positive aspects. Nonetheless, some issues were identified, such as individual artist pages taking longer to load, indicating potential optimisation problems, and difficulties in switching between languages on the platform, which could hinder the user experience. Participants also mentioned problems related to images, suggesting that this aspect may require further attention or clarification. These overlooked issues provide valuable insights into potential improvements for the platform, including enhancing language support, addressing image uploading, and optimising loading times.

2.5. LEARNING EXPERIENCE

The majority, 152 participants (82.6%) expressed satisfaction with the completeness of the content, while 26 (14.1%) had a somewhat neutral perspective, and 6 (3.3%) reported a lower degree of satisfaction.



153 participants (83.1%) found the end-of-module assessment to be suitable, while 29 (15.8%) had a somewhat neutral view, and only 2 (1.1%) indicated a lower level of satisfaction.



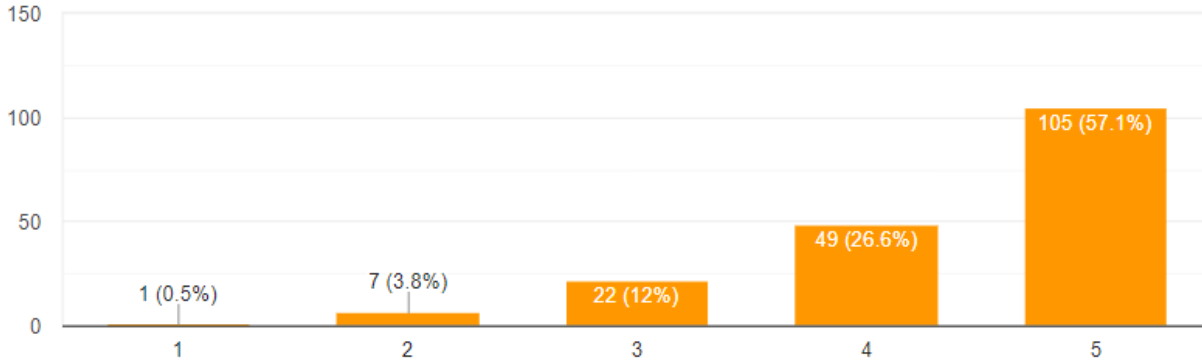
2.6 List of ways in which the learning experience could be improved

Participants provided valuable insights on improving the learning experience with suggestions such as enhanced interactivity, practical application projects, revising PDFs to include less text and more infographics for better comprehension, incorporating real-life examples, and creating shorter and more artistic content.

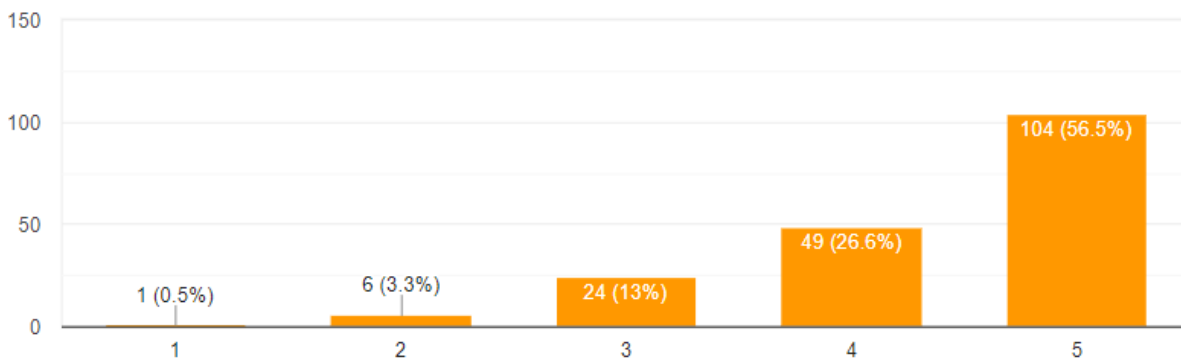
Participants' feedback emphasises the importance of interactivity, practicality, and diverse content to enhance the learning experience.

2.7 SOCIAL, ECONOMIC, AND CULTURAL IMPACT OF THE PLATFORM

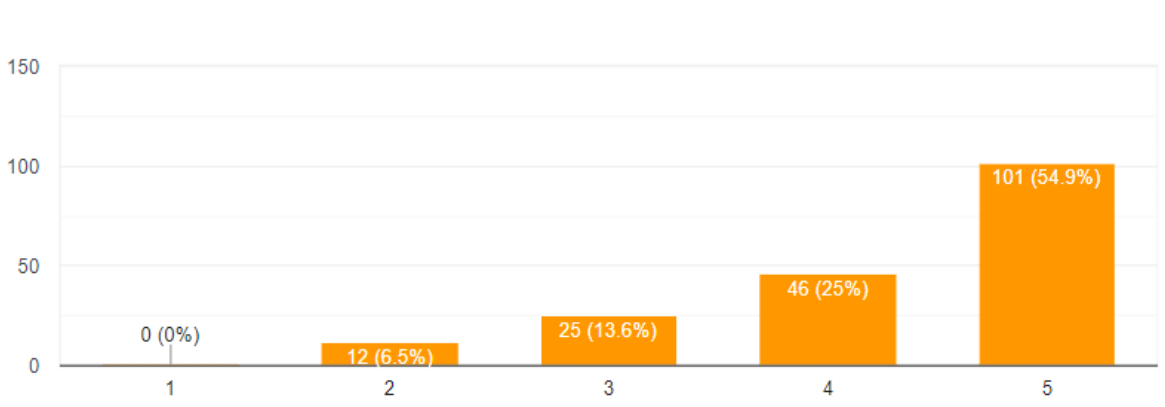
154 participants, the majority (83.7%) expressed that the e-platform effectively facilitates networking and collaboration among individuals in the creative and cultural sectors, while 22 (12%) had a somewhat neutral perspective, and 8 (4.3%) indicated a lower level of satisfaction.



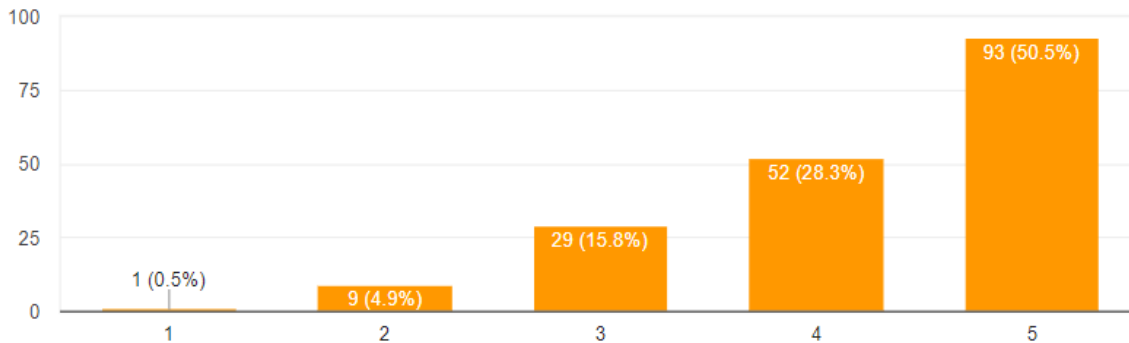
153 participants, the majority (83.1%) agreed that the e-platform provides participants with practical skills and knowledge that enhance their professional prospects in the creative and cultural sectors, while 24 (13%) had a somewhat neutral perspective, and 7 (3.8%) expressed a lower level of satisfaction.



In terms of the e-platform fostering entrepreneurial thinking and encouraging participants to pursue innovative projects or initiatives, 147 participants, the majority (79.9%), were highly satisfied, while 25 (13.6%) had a somewhat neutral perspective, and 12 (6.5%) indicated a lower degree of satisfaction.



Regarding the platform's role in enhancing participants' comprehension of the cultural importance and value of creative and cultural activities, 145 participants, the majority (78.8%), expressed a high level of satisfaction. Meanwhile, 29 (15.8%) held a somewhat neutral perspective, and 10 (5.4%) reported a lower degree of satisfaction.



2.8 Overview of participant feedback on how the Digiport e-platform has positively impacted the creative and cultural sector in terms of social, economic, or cultural aspects.

The participants believe that the e-platform has positively impacted the creative and cultural sector in various ways. They highlighted that the platform provides artists with opportunities to sell their works, thereby contributing to economic growth. Additionally, it fosters both artistic and economic activities in the cultural sector. The platform is seen as a space where a visual arts community can develop, influencing all aspects of the cultural sector positively. Furthermore, its free nature is considered a significant asset, allowing artists to learn about entrepreneurial and digital skills. The platform is seen as comprehensive and useful for artists, helping them take action and connect with other European artists.

Moreover, participants mentioned that the e-platform provides wider access to global audiences, boosting economic opportunities, and facilitating cultural exchange. It allows artists to showcase their work to a broader customer base worldwide, leading to increased visibility and financial gains. The platform also encourages collaborations between artists from different cultural backgrounds, promoting cross-cultural understanding and diverse artistic expressions.

Participants emphasised the potential positive impact of the platform on various sectors, including promoting inclusivity, expanding economic opportunities, facilitating cross-cultural exchange, and fostering a more inclusive creative landscape. They believe that the platform will stimulate interest from large companies, positively influencing many sectors and offering more opportunities for artists. It is

expected to provide a platform for underrepresented artists to showcase their work to a global audience, enabling online sales and virtual pop-up shops for increased revenue generation.

In summary, participants see the e-platform as a valuable tool for artists to connect, promote their work, and collaborate with peers, ultimately contributing to the growth and development of the creative and cultural sector in various aspects.

3. HIGH-PROFILE FEEDBACK

In total, eight professionals from the creative and arts sector participated in the interviews. These professionals held job titles such as Art Professor, Digital Marketing Specialist, Community Management, Web Creator/Designer, Event Organizer/Creator, Psychologist/Artist, Trainer, HR Specialist, and Project Manager/Designer. They hailed from various countries including France, Bulgaria, Italy, Ireland, Greece, and Cyprus.

Benefits for the DIGIPORT Target Audience:

Participants recognised several benefits for the DIGIPORT target audience, including:

- The opportunity for artists to exhibit and promote their creations.
- Development of business skills for connecting buyers with creators.
- Motivation for artists to advance their work.
- Free training that reflects the contemporary professional world

Enhancing Entrepreneurial and Digital Skills:

Participants found that the DIGIPORT platform effectively enhances entrepreneurial and digital skills. Feedback included:

- Accessibility and depth of content.
- Focus on current and relevant topics.
- Valuable in marketing, social media management, and communication tools.
- Comprehensive coverage of important topics and skills.

Networking and Entrepreneurial Support:

Participants generally felt that the platform provides adequate tools and resources for networking and entrepreneurial endeavors. Feedback included:

- Opportunity for the target group to share their artworks.
- Learning how to set up and promote their work.
- Aggregation of important and relevant information.
- Serving as a link between artists and their audience.

Recommendations for Improvement:

While most participants were satisfied with the platform, some had suggestions:

- Organizing promotional campaigns for pop-up stores to gain more traction.
- Providing guidance on creating portfolios and suggesting art system bibliography.
- Recognizing reasonable limitations in offerings.
- Encouraging experimentation and networking among creative professionals.
- Expanding the platform's reach to a wider and more diverse audience.

Overall Satisfaction:

Overall, participants expressed satisfaction with the DIGIPOINT Online Content Platform, highlighting its strengths as follows:

- Bringing artists closer to art enthusiasts.
- Efforts to connect artists using modern communication.
- Comprehensive, accessible content.
- User-friendly interface.

Weakest Points:

Participants mentioned some areas for improvement:

- Limited participation in the forum.
- Potential weaknesses to be identified and corrected over time.

Testimonials:

"This platform is a great opportunity for artists who are just starting out on their career path, as well as for those who want to develop their professional skills, enrich their knowledge and skills in entrepreneurship and digital skills, and thus enrich their career opportunities and satisfaction!"

"The platform allows artists to share their work unrestrictedly throughout the world. This international exposure can significantly increase the reach and audience of a creative sector professional. It gives creators the chance to present their skills to a larger and more varied audience, which could result in new opportunities, partnerships, and sales."

These testimonials reflect the positive experiences and support for the DigiPort Online Content Platform, emphasizing its value in enhancing skills, expanding knowledge, and providing opportunities for artists and creative professionals.

In summary, participants from diverse professions and countries found the Digiport platform beneficial for artists and individuals interested in discovering artworks. They appreciated its efforts to enhance entrepreneurial and digital skills, facilitate networking, and make art more accessible. While there were some suggestions for improvement, overall satisfaction with the platform was evident.

4. FEEDBACK FROM THE NATIONAL STRATEGIC ADVISORY GROUPS

The feedback from partner counties highlights several key points regarding the Digiport online platform:

Relevance to Young Artists: Participants praised the platform's relevance for young artists, offering them opportunities to enhance their entrepreneurial and digital skills while showcasing their artwork.

Positive Feedback on Functionality: The platform's functionality received positive feedback, with users finding it easy to use. The account creation process was straightforward, and data entry was considered simple.

Aesthetics and Design Suggestions: While the platform's functionality was well-received, aesthetics and design were criticised for being basic and not engaging enough, especially for artists. Participants suggested adding more colors and aesthetics to improve the platform's visual appeal.

Speed and Stability Commended: The speed and stability of the platform were commended, contributing to a smooth user experience.

Potential Benefits Acknowledged: Overall, participants believed that the platform has the potential to meet the expectations and needs of its users, particularly artists and professionals in the creative sector.

Usability Improvements Proposed: Feedback included suggestions for usability improvements, such as enhancing layout, color schemes, and language clarity. These improvements aim to enhance the overall user experience.

Accessibility Concerns: Some concerns were raised about accessibility, with users reporting issues related to spam pages and the platform's redirection. Ensuring a reliable and secure hosting provider was recommended to address this issue.

In summary, the feedback emphasises the platform's functionality and potential benefits for artists and the creative sector. However, there is a clear need for improvements in aesthetics, accessibility, and user interface design to enhance the platform's overall appeal and user experience.

5. CONCLUSION

In conclusion, the feedback from 180 creative sector participants, high profile professionals and National Strategic Advisory Groups representing various project partner countries, including France, Italy, Greece, Ireland, Bulgaria, and Cyprus, reflects a high level of satisfaction with the e-platform. Across different aspects of the programme, the majority of participants expressed their contentment, indicating that the programme's structure, content clarity, relevance, and learning activities met their expectations.

Regarding the technical aspects of the platform, participants generally found it user-friendly, with positive feedback on ease of use, the time dedicated to activities, and inputting new data. Most participants were satisfied with the overall structure and aesthetics of the platform, as well as the connection and loading speed.

The suggestions for programme improvement included enhancing interactivity, encouraging collaboration between artists, providing immersive virtual experiences, incorporating expert masterclasses, including more practical exercises, and offering more specific content related to art strategies and dynamics. These suggestions aim to further enhance the programme's effectiveness and relevance for artists.

Additionally, some participants identified issues related to image uploading, loading times for individual artist pages, and difficulties in switching between languages on the platform, suggesting areas for potential optimisation and improvement.

Overall, participants highlighted the positive impact of the e-platform on the creative and cultural sector, including economic growth, the development of a creative sector community, and increased opportunities for artists and creative sector in general. The platform was seen as a valuable tool for networking, collaboration, and skill development, with the potential to stimulate interest from large companies and promote inclusivity in the creative landscape. The feedback underscores the platform's role in fostering a thriving creative and cultural sector with diverse social, economic, and cultural benefits.