

PROJECT OVERVIEW

APRIL-JUNE 2025

A gamification model for community-based heritage work
Project Number: 2023-1-PT01-KA220-HED-000154261

Co-funded by the European Union

[CLICK HERE](#) to see all partner institutes.



8 th International Scientific Conference CILRAID 2025

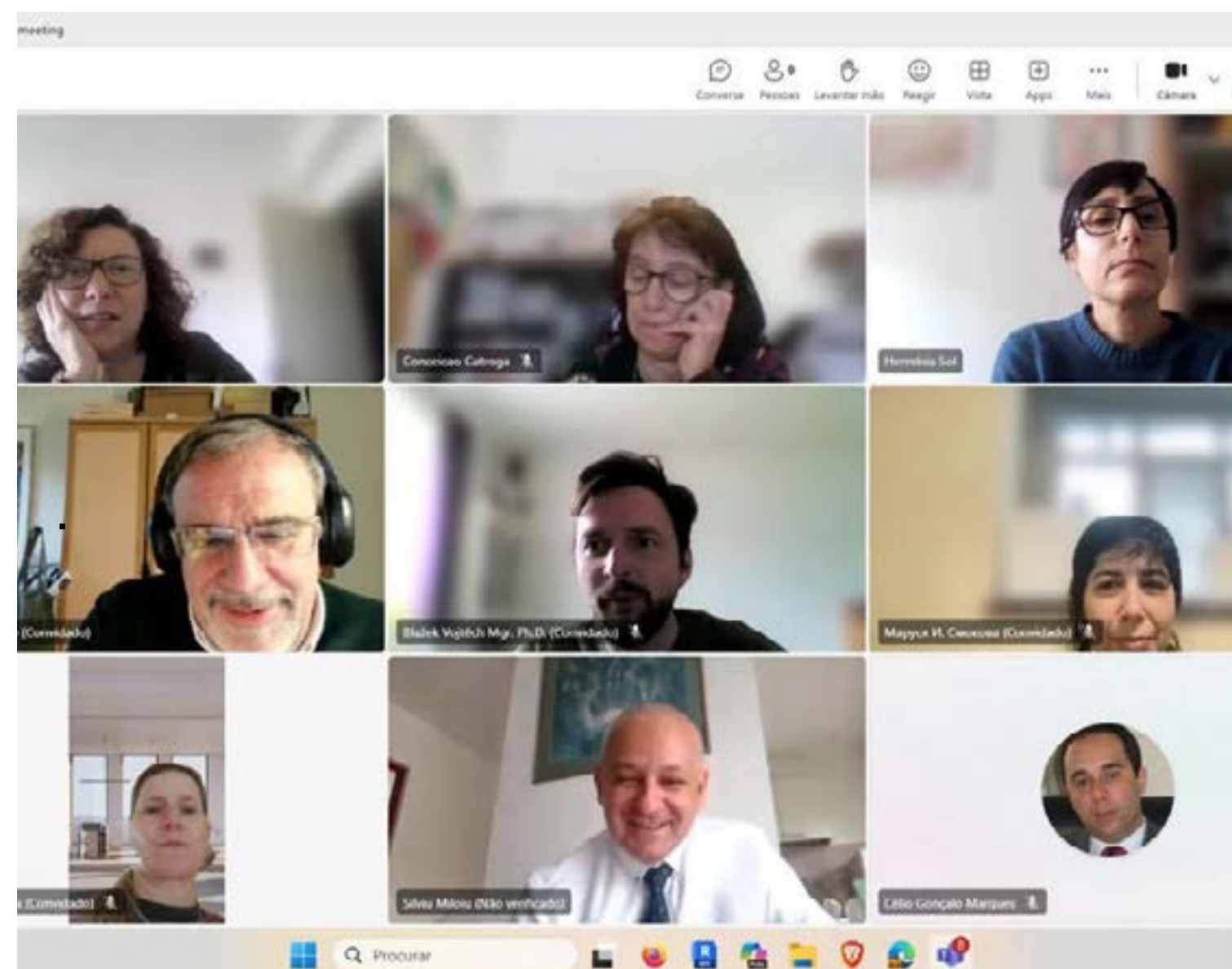
International Collaboration for Cultural Heritage Preservation!

The Steering Committee of the project “A Gamification Model for Community-Based Heritage Work” (2023-1-PT01-KA220-HED-000154261) held an online meeting on April 1, 2025. Coordinated by Prof. Célio Marques from the Polytechnic University of Tomar (IPT) Portugal, the meeting brought together project partners from Bulgaria, Romania, Czech Republic, Slovakia, Italy, and Türkiye.

Participants included representatives from the D. A. Tsenov Academy of Economics (Bulgaria), Valahia University of Târgoviște (Romania), University of South Bohemia (Czech Republic), Trnava University (Slovakia), University of Camerino (Italy), and Adana Science and Technology University (Türkiye).

Key discussions focused on the development of the Gamification Handbook for heritage work, ongoing academic research on gamification in cultural heritage, and strategies for preserving heritage in low-density regions.

By leveraging gamification techniques, this project aims to enhance community engagement and sustainable cultural preservation.



Gamification for Cultural Heritage in Slovakia: New Study Highlights Innovative Practices

A recent study by Prof. Zuzana Danišková (Department of School Pedagogy, Trnava University, Slovakia) and Prof. Lucia Nováková (Department of Classical Archaeology, Trnava University, Slovakia), “A Gamification Model for Community-Based Heritage Work: The Cases from Slovakia” (https://doi.org/10.37710/plural.v12i2_6), explores how gamification techniques are being used to preserve cultural heritage and engage local communities in Slovakia.

The research examines how different Slovak cities are applying game-based strategies to protect and promote historical and traditional assets.

Among the highlighted examples are:

- Handlová, which uses QR code quests to interactively engage participants with local history
- Revúca, which applies folklore-inspired storytelling methods to connect residents and visitors with traditions
- Bratislava, which implements street-level treasure hunts encouraging exploration of heritage sites.

These initiatives reflect the concept of “edutainment,” combining education and entertainment to make heritage learning more engaging while strengthening community involvement in preservation efforts.

The study contributes to the Erasmus+ Project No. 2023-1-PT01-KA220-HED-000154261, “A Gamification Model for Community-Based Heritage Work.”

For the full publication: [Click Here](#)



USB Presents Research on Gamification in Cultural Heritage at WORLD CIST 2025

At the prestigious WORLD CIST 2025 conference, held in Florianópolis, Brazil (April 15–17, 2025), Prof. Vojtěch Blažek from the Department of Geography, Faculty of Education, University of South Bohemia (USB), presented a joint paper developed within the Heritage Game project titled “Gamification As A Catalyst For Community-Based Heritage Work In Low-Density Territories: Selected Best Practices From Europe.”

The presentation highlighted the transformative role of gamification in engaging small and low-density communities in cultural heritage preservation. It showcased selected European best practices demonstrating how game-based approaches can increase public interest and participation in heritage protection.

During the conference, Prof. Blažek also shared key results of the Heritage Game project and introduced the international academic audience to the KreativEU alliance, which promotes innovative collaboration across the creative and cultural sectors in Europe. USB is a proud partner of this alliance.

Participation in WORLD CIST 2025 strengthened the international visibility of both the Heritage Game project and the KreativEU alliance, opening new opportunities for collaboration and future development.

For more information: [Click Here](#)



Fourth Heritage Game Partners' Meeting Held in Camerino

The fourth in-person meeting of the Heritage Game project partners took place from May 20–22, 2025, in Camerino, Italy, hosted by the University of Camerino.

The meeting brought together representatives from all project partners, including the Polytechnic University of Tomar (Portugal), D. A. Tsenov Academy of Economics (Bulgaria), Valahia University of Târgoviște (Romania), University of South Bohemia (Czech Republic), University of Trnava (Slovakia), University of Camerino (Italy), and Adana Science and Technology University (Türkiye). The event began with opening speeches by the Rector of the University of Camerino and the Project Manager of the Heritage Game project.

During the three-day meeting, participants engaged in discussions on application features and functionalities, testing and feedback, as well as the planning and implementation of tasks for developing an accessible gamification tool for community-led heritage work. They also discussed the establishment of community coalitions in all seven countries and the public release of the gamification application.

The next in-person meeting is scheduled for September 2025 and will be hosted by the University of South Bohemia in České Budějovic



Heritage Game Team at CILRAID 2025

On June 4–5, 2025, the 8th International Scientific Conference CILRAID 2025, titled “Heritage, Innovation, Resilience, Business” (HIRB), was held in Opole, Poland. Organized by the Opole University of Technology, Faculty of Economics and Management, in cooperation with the Chambers of Craft and Entrepreneurship, the KreativEU university consortium, and the Opole Centre for Economic Development, the event gathered academics and professionals from across Europe and beyond.

The Heritage Game team proudly participated in the conference. Team members — Prof. Renato De Leone, Prof. Célio Marques, Prof. Silviu Miloiu, Prof. Haşim Kelebek, Prof. Bilge Aksay, and Prof. Lucia Novakova delivered engaging presentations, sharing their expertise and research insights.

The conference focused on four key themes: cultural heritage, innovation, resilience, and business. Discussions highlighted the importance of preserving craft traditions while integrating modern technologies such as AI and e-commerce. Participants also explored how the craft sector can respond to global challenges and strengthen its role in economic development.

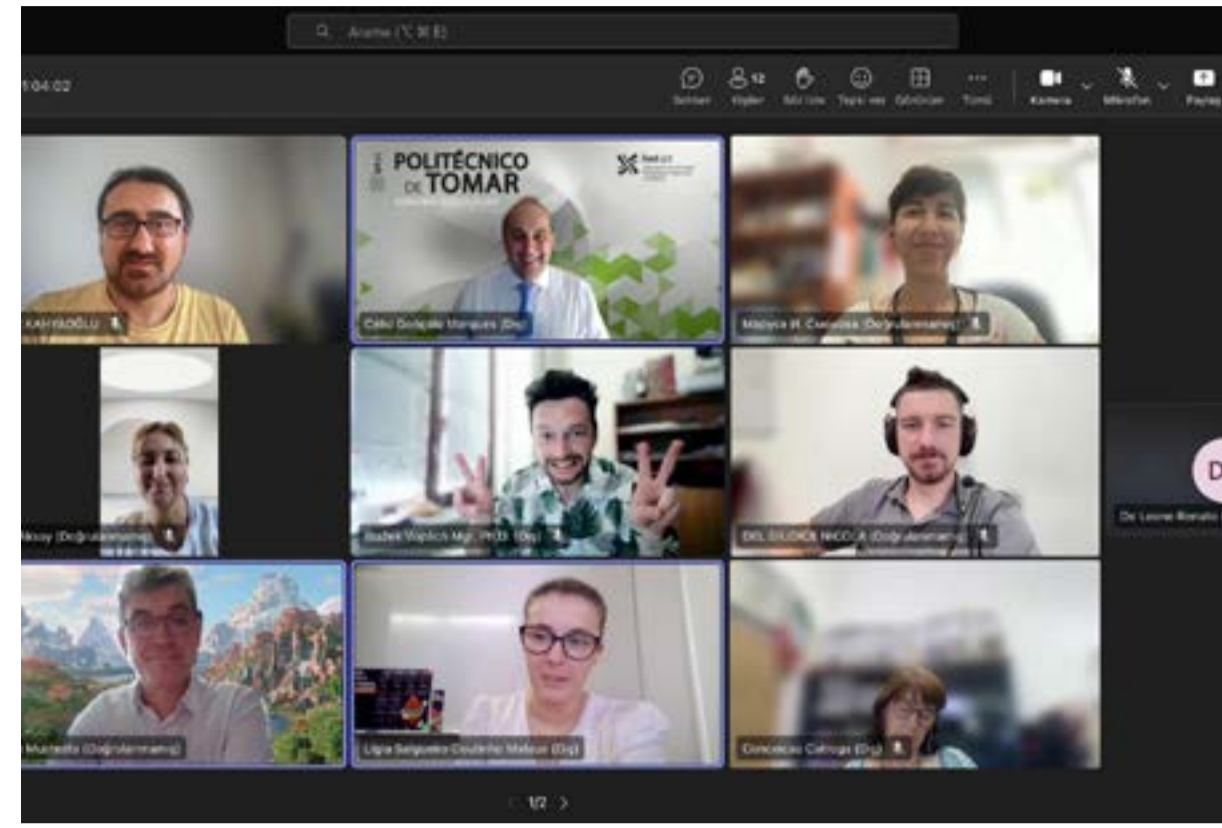
CILRAID 2025 provided a valuable platform for international exchange and collaboration. The event successfully brought together academic and professional communities, contributing to future-oriented discussions and strengthening partnerships in the field of craftsmanship and innovation.



Heritage Game Steering Committee Meeting Advances Project Strategy

The Heritage Game Steering Committee meeting was successfully held on June 17, under the leadership of Prof. Célio Marques.

The meeting brought together key committee members, and discussions focused on the strategic direction of the project, ongoing collaborations among partners, and upcoming milestones. The meeting marked another important step in ensuring the effective implementation and continued development of the Heritage Game project.



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For the latest news and updates on the Heritage Game Project, please visit our website and follow our social media channels. Don't forget to subscribe to our email list to receive future newsletters.

If you have any inquiries or potential collaboration ideas, please do not hesitate to contact us.
Sincerely,

The Heritage Game Project Team