



## ReInHerit Eshop - Collection of digital objects from the ReInHerit museums

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### *Publication date*

2023-11-02T11:36:31.457Z

### *Terms of reuse*

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### *Type of best practice*

Cooperation between Museums and Heritage sites

### *Keywords*

Eshop, collections, audience engagement

*The aim is to create a sustainably managed E-shop where needed services for the CH are provided. With the consent of the consortium, printable digital items were created. This means that the users could download and print in 2D or 3D these digital items.*

### **Organisation in charge of best practice**

Bank of Cyprus Cultural Foundation, ReInHerit Consortium

### **Location**

Nicosia and online

### **Dates**

July 2022-end of the project

### **Description**

Taking into account the primary and secondary research, the consortium agreed to create printable digital items instead of tangible objects, responding thus to the need for museums to demonstrate environmental sustainability by making effective and balanced use of their resources through digital needs. This means that the users could download and print in 2D or 3D these digital items that will be available for free through the digital hub. The E-shop presentation has been agreed upon with UniGraz (WP4 leader) and BOCCF (during meetings through M8-10). At the same time, the three partner-museums proposed some of their artefacts to serve as the inspiration for the E-shop products.

All the digital objects in the ReInHerit eShop are free to download.

### **Links**

<https://reinherit-hub.eu/eshop>

### **Resources needed**

Designers, digital infrastructure



*This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101004545.*



### **Challenges encountered**

communication with designers

### **Evidence of success**

Based on KPIs, more than 200 people have downloaded the products

### **Potential for transfer**

This report could constitute a guide on how to develop an E- shop. It documents the development of the ReInHerit E-shop including the 'how to' process. This could enable other small and mid-sized museums to understand and develop their own E-shop responding, thus, to social imperatives combined with financial pressure such as growth of companies and raise of entrepreneurial initiatives.

### **Further Information**

The Eshop report includes in the annexes guidelines on how to start a successful online shop