



Hello, RECHARGE NEXT Partners!

We are excited to embark on this transformative journey with you, aiming to revolutionise participatory cultural business models using Living Labs. As your mentors, we - The Hunt Museum, Limerick, Ireland; The Estonian Maritime Museum, Tallinn, Estonia; and The Textile Museum, Prato, Italy- are committed to providing support and guidance throughout this period, ensuring a successful and enriching experience for all.

*Phase 1: **Input**- Preparation and Onboarding (April - May 2024)*

We'll start with getting to know each other! Our introductory meetings will set the stage for collaboration by establishing rapport and clarifying expectations.

Join us for online onboarding workshops where we'll introduce you to essential tools such as the Playbook, Participatory Cultural Business Model Canvas, and walk you through the workflow chart and introduce you to our approach to KPIs.

Dedicated mentors from each institution will stand by your side, offering ongoing support. We'll schedule regular progress meetings to review your progress, tackle challenges, and provide guidance when needed.

Open communication and collaboration among your team members will be encouraged during these meetings, ensuring everyone's voices are heard and actions are documented for accountability.

Access to all of our resources and documentation will be provided, aiding you in navigating the Living Lab process effectively. Expect insights from our previous Living Lab experiences and the participatory cultural business models tested by us.

### *Phase 2: **Transformation**- Co-ideation and Co-creation (May, June 2024)*

We'll guide you through workshop methodology, both online and, if applicable, onsite, focused on co-ideation and co-creation processes. Expect examples from the Playbook, canvas illustrations, agenda samples among other resources.

Together, we'll uncover your unique value propositions, leveraging your resources, collections, and community insights to shape and refine your project ideas aligning with the Participatory Cultural Business Model Canvas.

Let's hit a milestone together by July 2024: completing the 2nd draft of your Participatory Cultural Business Model Canvas, fortified with our guidance and feedback.

### *Phase 3: **Output**- Implementation and Execution (July 2024 - April 2025)*

We'll help you set up your project action plans, establish Key Performance Indicators (KPIs), and guide you through the execution phase, ensuring that you stay on track and ready to troubleshoot any challenges that arise.

By March 2025, we'll work with you to deliver the 'final' version of your Participatory Cultural Business Model Canvas, integrating insights gained from your project's execution and evaluation.

### *Evaluation and Reflection (March - April 2025)*

Let's ensure your project timeline aligns for you to complete final reports summarising this mentorship journey, including recommendations for your future

endeavours. We'll help you document your case studies, evaluate against KPIs, and gather your insights and best practices for effective documentation.

Rest assured, we're here to support you every step of the way. Together, let's make this mentorship journey a remarkable and transformative experience!

Best Regards,

Hunt Museum, Textile Museum Prato, Estonian Maritime Museum on behalf of RECHARGE.

