Detailed Project Description

Mandela 27 - a cultural experience across the European Union and South Africa

Acronym: Mandela

Culture 1.3.5
Co-operation with third country South Africa

Partners
Coventry University - UK
North West University - SA
Robben Island Museum – SA
Elderberry EB – Sweden
The Creative Stores – Belgium

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Summary

This is a cultural collaboration between EU and South Africa based on the iconic story of Nelson Mandela and the globally recognised Robben Island Museum. The project involves a physical display based upon the dimensions of Nelson Mandela's cell, housing cultural stories and works plus an eCulture platform, which allows visitors to navigate around Robben Island where they encounter an interactive map showing major cultural events across Europe and SA during the 27 years of Mandela's incarceration (1963-1990) plus a serious game about life on the island based on the graphic novel style.

Little is known in the EU about cultural events in SA and little is known in SA about EU cultural events; however most people in both regions are aware of the Nelson Mandela story in Robben Island which is the key link in promoting intercultural dialogue. The display based on Mandela's cell including the cultural stories will promote interest in the subject and the project across the EU. The cultural map and the cultural serious game will support the circulation of cultural and artistic works bringing these to tens of thousands of young people in a medium that they are familiar with. The project is a true collaboration with South African partners who are supplying content and building the cultural game. This is a new industry for SA which will allow the mobility of graphic artists, cultural experts and games designers across both regions to both expand the industry and promote culture amongst young people.

The physical display of Nelson Mandela's cell will be the same dimensions as his cell in Robben Island; it will house three screens and several photographic displays. The screens will show the eCulture platform which takes the form of the plan of Robben Island gaol. When you enter the Cell you will hear the story of Mandela and his struggle to end apartheid, as you walk down the corridor you encounter a map with pins in – as you click on the map a cultural event across the EU and SA springs to life. As you go outside the prison walls you will be able to play the game – a dark graphic novel about prison life during the time of Mandela's incarceration. Visitors to the physical display and on-line are encouraged to leave their own imprint in the form of cultural stories from the period. A lecture series and teacher notes will be produced to accompany the display.

This is a true collaboration, the partners involved have known each other before the bid, working together and evolving the idea over 2 years. The lead partner; the Serious Games Institute is a centre of excellence in cultural games and applications, Elderberry has vast experience of learning through culture, North West University in SA are trying to grow an industry in cultural games and have a strong connection with the UK. Robben Island Museum is a world recognised UNESCO heritage site with a wealth of cultural artefacts and cultural learning, they will lend their expertise in sensitive cultural subjects to the EU. TCS are situated in the heart of the EU in Brussels with a dynamic human-centred approach to cultural dissemination.

Background

Most people are familiar with the story of Nelson Mandela and his incarceration in Robben Island. This project highlights the bleakness of Mandela's 27 years in prison contrasted with the rich, cultural heritage of SA and EU during this period.

Prisoner 466/64 - Nelson Mandela was transferred to Robben Island in May 1963 and was released on February 11, 1990. In 1991 Nelson Mandela was elected President of the ANC and went on to become the first President of a democratic SA.

Since 1997 Robben Island has been a museum and a heritage site. The museum is a dynamic institution, which acts as a focal point for S. African heritage. During the 27 years of Mandela's incarceration, 1963 to 1990, the main socio- political and cultural events which led to the formation of SA and the "rainbow nation" were taking place. This period is also fundamental to the democratic development of the nations that were to become the EU, from the 1957 Treaty of Rome to the 1993 treaty of Maastricht when the European Union came into effect.

This is a period when SA was in the grip of not only economic and political, but also cultural sanctions, much cultural activity within the country was restricted. It was also a period where Europe was divided by an iron curtain, during which many cultural activities were banned. Many of the cultural events of the period are well known and contributed to democratic change. Many however were underground and hidden and are waiting to be told!

Aim and Objectives

This project aims to foster cooperation between EU and SA based on cultural exchange. To circulate cultural and heritage items through the display and the eCulture platform and to encourage growth in cultural games through mobility of experts in cultural display, graphic and games design.

Objectives
1. Increased awareness of: the Nelson Mandela story in EU and SA
2. Promotion of cultural in EU and SA
3. A display based on Nelson Mandela's cell
4. Circulation of cultural events (100)
5. Collaboration between EU and SA in development of the project and transfer of experience in cultural productions
6. Skills development through the development of a serious cultural game and a digital platform
7. A crowd sourced space for people old and young to record their stories and hopes for the future

Outputs
1. Display based upon Mandela's cell
2. Interactive map of 100 cultural events across EU and SA
3. Serious Game to engage young people in discussions about the project
4. Crowd Sourcing area - community inclusion
5. Lecture series on the Mandela prison years and culture
6. Increased knowledge in EU about sensitive/political culture displays/exhibition
7. Development of skills and outputs in graphic novels/games design/cultural games /displays in SA and EU
8. 39 cultural exchanges during the project
9. Integrated marketing communication campaign

Partners

The project partners have complementary and diverse skills; they have all collaborated in the past.

Coventry University Serious Games Institute CU is a centre of excellence in games based learning with a global reputation for innovative digital media, particularly in the area of Serious Games. CU (SGI) has developed games for culture and heritage currently working with the Shakespeare Birth Place Trust on an interactive app guided by GPS. CU has worked on sensitive projects involving issues such as Autism, Dating Violence and disability knowledge. CU will develop the eCulture Platform that will give users access to the cultural contents. CU has a unique relationship with NWU in SA and will help them to develop a serious game - providing a starting point for them to create a sustainable future in cultural and heritage games in SA. CU has considerable knowledge and expertise in managing EU and global projects. Their role is to manage the project and work with the other partners to develop the platform but in particular to work with North West University to develop the cultural game and crowd sourcing.

Elderberry EB and the Robben Island Museum have cooperated previously in exchange visits and have developed an education program together under the Swedish/SA fund. They share a belief that museums should be catalysts for social transformation through linking heritage education to development. RIM and EB will work together to provide all cultural content for the project and the architecture and direction of the display of Mandela's cell. EB will assist RIM particularly with the EU cultural dimension of the "27 years" and will cooperate with RIM on guidance for teachers and cultural professionals about the productions in an educational context. A series of lectures will be set up to accompany the project featuring the bleakness of Robben Island in contrast to the richness of cultural heritage developed during this period. EB will also manage ongoing evaluation of the project.

North West University's NWU core business is teaching at university level. They offer a range of qualifications from undergraduate through to PhD level. The organisation is launching a business incubator to provide a platform for entrepreneurship to assist with the local economic development of our region. They are currently trying to establish a Serious Games Initiative in close cooperation with Coventry University. The role of NWU in this project is two-fold. 1) By making use of the development skills of our students, access to cultural expertise within our university and the insights of the project coordinators, we will be responsible for the development of a serious game about life in Robben Island. 2) NWU will also work with TCS/CU to develop and populate the crowd sourcing area of the platform.

Robben Island Museum RIM is a national cultural institution and a World Heritage Site. The museum's Public Heritage Education Department maintains constant interaction with schools and learning centres in SA and Namibia. It also engages in partnerships with other museums and tertiary education centres to present leadership development programmes, which are aimed specifically at young people. The cultural content of the story of Nelson Mandela and apartheid in SA will be led by Robben Island Museum; they will work with EB and the other partners to design the display and the eCulture platform.

TCS Digital World. TCS helps cultural organisations resolve digital issues. TCS enables them to keep abreast of Social Local and Mobile (SoLoMo) market trends, emerging media and technologies. TCS has three main contributions in the project. 1) Develop the project mobile-enabled website which hosts all the digital elements of the projects including working with NWU on crowd sourcing. 2) Support the development of the integrated dissemination strategy of the project with regards to the physical display and the eCulture platform using all methods of traditional and new communications also organising the final event in Brussels. 3) Share knowledge with partners around the latest digital trends in cultural communications across EU and SA.

Methodology

There are four elements to this project:

1. The physical display of Mandela's cell
2. eCulture platform
3. The serious game – a graphic novel about life on Robben Island
4. Teaching notes and lectures

The project will be run along Prince 2 principles with 8 interlinked and logical work packages

1. Project Management
2. Display and Content
3. Project Website
4. eCulture platform
5. Serious Game – a dark graphic novel
6. Teaching notes and lectures
7. Dissemination
8. Evaluation

WP.1 Project Management

Responsible: CU

Involved: TCS will work closely with CU on dissemination, all partners

Project Management is threaded through all the wps. CU is the lead partner in the project and will oversee all of the general project management tasks including administration, claims, monitoring, communication, provision of information to partners including quarterly management reports and co-ordination of meetings, evaluation and ensuring the project outputs are met. CU will oversee all wps and working group tasks to ensure that outcomes are completed in a timely and co-operative manner; they will use effective online monitoring and provide easily accessible information, documents, timetables and guidance for partners. Working with all partners CU will also develop a sustainability plan to ensure longevity of the project.

1.1 SLA's /contracts/data policy/language/ IPR document produced and signed by partners.

1.2 Project administrative systems and project policies developed including quality and conflict resolutions policies

1.3 Project finance systems/electronic claim forms developed with management checklists and timetables produced for submission of claims. Training in administrative and finance systems and project handbook delivered to all partners

1.4 Project communication strategies devised, communicated and agreed with partners.

1.5 Timetables and schedules produced for all partner meetings throughout the duration of the project.

1.6 Project Management Website populated with all relevant information about: management of the project, project handbook, forms, deadlines, calendars, online monitoring system, checklists, guidance notes, templates, logos, newsletters, news, processes, calculations and financial claim information, partner blogs etc.

1.7 Co-ordination of 1st partner meeting/ launch event in UK Regular meetings with work package leaders to offer support, focus, ideas, guidance and solution options. Co-ordination of monthly Skype/ virtual meetings for partners/Co-ordination of transnational meetings in collaboration with partners.

1.8 Production of quarterly management reports including financial status and circulation to all partners for feedback. Provide monitoring information for evaluation purposes and co-operate in all evaluation activities.

WP.2 Display and Cultural Content

Responsible: RIM

Involved: EB will work with RIM particularly on the EU content, all partners

The aim is to promote the project through a physical display to be shown in for example; universities, museums, libraries, community centres, schools etc. We believe that, given that many people in SA live below the poverty line, the display needs to be as simple and inexpensive as possible. The aim is to provide construction drawings to a simple wooden framework based upon the dimensions of prisoner 466/64's cell. The outline of the wooden frame will house three computer screens showing the digital exhibitions and the serious game. Promotional and display material can be downloaded and printed. Professionally printed material can be ordered at cost from the partners.

A time line forms the backdrop to the content and its display - 1963 to 1990, where the main socio-political events which led to the formation of SA and the "rainbow nation" will be shown. Special reference will be given to the 18 years Mandela spent as a prisoner on Robben Island and this will be linked to WP4 & 5 plus the development of the EU during approximately the same period covering the major events of the EU; from 1957 Treaty of Rome to the 1993 treaty of Maastricht when the European Union came into effect. RIM will use their experience to ensure that appropriate pedagogy is threaded through the display of content.

The main theme of the project is to promote the EU and SA through the cultural content of the project. This is a period when SA was in the grip of not only economic and political, but cultural sanctions and much cultural activity within the country was restricted. For example: The Nadine

Gordimer story as a "template" for the struggle that authors, specifically those who sympathised with the plight of the black people, in that period went through. She was eventually awarded the Nobel Prize for literature; the creation of the Bantu Film industry, the Beatles. During the iron curtain years some cultural activities like western popular music were banned in Eastern Europe. Effort will be made to represent cultural highlights from all countries of the EU; north, south, west, east and central Europe. Material will be sourced under an educational/creative commons license – i.e. not for profit, and permission sought if needed. Approximately 100 items with permission or creative commons will be needed to tell the stories.

There will also be the opportunity for visitors to promote intercultural dialogue by interacting with the digital exhibitions and contributing their own cultural stories from the period through crowd sourcing (WP3) uploading, texts, videos, pictures and audios - for people to tell cultural stories that may have been hidden, underground or even banned in many parts of Europe and SA during the period.

2.1 Gathering, editing cultural "Stories" and research to underpin content
2.2 Developing generic content for the on-line exhibitions
2.3 Coordination of a construction plan for display of content
2.4 Planning with WP7 locations = 3 per county min (see WP 7)
2.5 Providing content to WP 4,5,6 and 7 and reviewing the products
2.6 Preparing content for mainstreaming beyond project finish date, producing a business plan for sustaining material beyond the project
2.7 Formatting/linking the production teacher notes in PDF format to match the content

WP.3 Project Website

Responsible: TCS

Involved NWU/CU/ALL

The consortium plans to promote cooperation and dialogue across cultures involving stakeholders both in the project development phase and in the dissemination phase by inviting and motivating them to participate on the mobile-friendly project website. The website will be designed, set up and maintained by TCS to raise the public awareness around the core topics of the project and to further distribute its outcomes. It will be developed with an open-source technology using a content management system as Drupal or Wordpress and will have the triple function of being an experience-driven web hub for the various stakeholder groups.

The integration of various communication tools - such as connectivity with social network channels such as Facebook and Twitter - over the user-friendly interface will enable the interaction between its community members, the consortium partners, the EU Commission and the media.

The site will have 3 elements 1) A project management repository for team documents, meetings, blogs 2) Access to the eCulture Platform and Serious Games and 3) The centre of project dissemination and feedback including crowd sourcing accessible also over mobile devices and systems. Users would be able to benefit from content types such as: documents, images, graphics,

video and more. The community members would be also able to contribute with their own content, opinions and share interesting information on social network channels of the project.

3.1 Provide user/stakeholder analysis
3.2 Build webapp
3.3 Integrate links to eCulture platform and game
3.4 Integrate facilities for dissemination (WP7) Twitter, YouTube, Facebook
3.5 Work with NWU and other partners to provide crowd sourcing area and mobile access

WP.4 eCulture Platform

Responsible: SGI

Involved: NWU, RIM, EB and TCS

The aim of this work package is to provide the cultural framework to hold the culture content. There are 2 elements to it:

1) Robben Island Plan - A graphic of Robben Island in which to embed: a) the Mandela story b) the interactive cultural map of the EU and SA c) to place crowd sourcing d) The serious game
2) Interactive Cultural Map - illustrates key cultural events that took place in Europe and SA during the period of Mandela's incarceration. This will illustrate the similarities and distinctions between the two cultures at this time. Poignantly it will also highlight the events that prisoners (not only in Robben Island) missed out on during this period, and continue to miss out on to this day.

Robben Island Plan the graphical plan of Robben Island will realistically represent the actual building plan in digital form. As you travel down the corridor of Robben Island gaol you enter the cell of Nelson Mandela where you will see and hear the story of his time in Robben Island his struggle to free SA of apartheid. The corridor will contain the cultural map, the canteen will link to crowd sourcing developed by TCS and the outdoor yard will link to the graphic novel game.

The cultural map. In the corridor you encounter a map which contains many pins across EU and SA. At the bottom of the map is a slider time line from 1963- 1990. The pins represent cultural events across SA and EU. As you slide along the timeline various pins flash. When you click on the pins the cultural material springs to life – this could be photographs, videos, poetry or passages from a book (the reverse process is to go straight to the pins and the slider will move). Using this tool, visitors are able to navigate and to select different locations on the map. Doing so launches content illustrating a cultural event that took place at this location allowing users to contrast cultural works and content across EU and SA.

The map will provide a database of at least 100 cultural events, spread evenly between EU and SA (WP2) the technical development of the map will be led by CU assisted by NWU and TCS between whom there will be a transfer of expertise in the technical and logistical aspects of developing this interactive tool.

4.1 Produce development schedule for Plan and World Map

4.2 Graphics designed and approved

4.3 Interface technology developed

4.4 Sourced content by RIM and EB integrated into the prototype

4.5 Prototype developed and user tested

4.6 FINAL build and integration into the web site

WP.5 Serious Cultural Game

Responsible: NWU

SGI/TCS will be involved in the technology, RIM and EB will provide content and context

The aim is to develop a serious game that illustrates and engages the user in the culture of prison life at Robben Island prison. The game will use the mechanics of interaction to progress through a narrative conveying an account of prison life coupled with emotive visual and audio elements.

Most EU and SA citizens have difficulty relating to the harsh conditions of life on Robben Island and the cultural touchstones of the time such as apartheid in SA and race riots in the UK are already being forgotten. The game must convey this historical information in a manner that is true to the events and accounts of the time, and yet palatable and engaging to a 21st Century modern audience. This is achieved by presenting a series of highly stylized vignettes that the player progresses through using simple forms of mouse based (click, drag etc) interactions. These are combined as a sequence of frames within a format that echoes the graphic novel. Within each frame the player is required to perform an interaction that simulates one of the routine chores of prisoners, based on the historical archive and Mandela's own experience. Each task is accompanied by text that discusses and contextualises the events. Engaging with game provides the player with a deeper experience than reading the text alone.

The visual elements of the game, employs a black and white, hand drawn illustration style. Moving away from realism, the game is able to convey information about difficult and upsetting topics without alienating the player. This builds on the tradition of graphic novels such as Maus (Spiegelman 1972) and From Hell (Moore 1999) The development of the game will be led by NWU and supported by CU and TCS, between whom there will be a transfer of expertise in the technical and logistical aspects of game design and production. The content of the game will be produced in partnership with the RIM/EB.

The game will be developed primarily for the desktop computer, accessible via the project website. The rich content will be combined within a game engine, allowing user interactivity/animation to be embedded. A mobile version of the game will be part of the sustainability plan.

5.1 Produce development schedule

5.2 Host focus groups for concept approval/produce storyboards

5.3 Implement content selected by EB and RIM

5.4 Create technical framework for game

5.5 Produce artwork for game including sound

5.6 Produce prototype for focus group and partner testing

5.7 Produce FINAL build of game to be integrated into website

WP.6 Learning Resources

Responsible EB
Involved: RIM - All partners

An interactive eCulture learning resource will support the display and the eCulture platform. The learning resource will include; exercises, virtual workshops, video clips, serious game, online quizzes and web quests, downloadable documents, forums, message boards, downloadable podcasts and details of dissemination events. The learning resource will also provide teacher notes (for ages 11+) including tips and ideas on how to work practically within the field of cultural education using the digital exhibitions and serious game of the project. The teacher notes will be available in English, Afrikaans, German, French, Italian, Spanish and Swedish. Extra resources will be sought for translations into the many languages of SA. The learning resource will be part of the website to promote the project and engage visitors in its activities by linking to crowd sourcing.

6.1 Produce needs analysis

6.2 Storyboarding and selection of appropriate pedagogical framework

6.3 Assessment of existing resources, logos etc. and gathering new resources, identifying potential case studies

6.4 Testing and evaluation of the course by users

6.5 Develop learning notes and lecture series, Publish

WP.7 Dissemination

Responsible: TCS
Involved: CU All partners will be part of this WP

The project will follow an integrated dissemination marketing and communication strategy in order to ensure a maximum outreach and impact of the project. A database of stakeholders Cultural/Educational/Technical/Partner Networks will be developed and used to disseminate. (See application form)

7.1 Agree and implement the project's detailed and comprehensive dissemination plan at the first kick-off meeting.

7.2 Flyers produced x 5,000 -Dissemination reports M12 and M23.

7.3 LAUNCH MANDELA27 – Physical display on tour + eCulture platform.

7.4 Populate the website: schedule of dissemination events/activities/promotion of events through networks and associations, e-shots/crowd sourcing tool/document archive.

7.5 Project should be introduced /disseminated by the partners at (minimum 1) international conference per partner.

7.6 Organise key stakeholder events in line with the partner meetings in the host country

7.7 Write press releases x 30 – released at key milestones of the project, Write newsletter x 6.

7.8 Contribute to Social Media communication- all the partners will use social media to promote and profile the project. A FB and twitter account will be set up x 200 Tweets/FB entries

7.9 Organise and manage final dissemination event in Brussels. Increase mainstream exploitation by involving cultural organisations at international, national and local levels.

Communications Plan

Activity	Cultural	Educational	Technology	Partner networks	Total
Display of Nelson Mandela's cell	4,000	3,000	2,000	1,000	10,000
eCulture exhibition of events	4,000	3,000	2,000	1,000	10,000
On-line lecture series	200	200	100	50	550
Serious cultural game	2,000	2,000	1,000	1,000	6,000
Crowd sourcing	200	200	100	100	600
Mobile app	150	150	100	100	500
Flyers	2,000	2,000	500	500	5,000
Newsletter x6	2,000	1,000	1,000	1,000	5,000
E-shots	4,000	3,000	2,000	1,000	10,000
PR	10	10	5	5	30
Social networks entries, twitter, Facebook, Linked in	100	100	50	50	300
Stakeholder meetings x 4 (min 1 per country)	50	40	5	5	100
Dissemination Event Brussels	15	10	5	10	40

Mandela's Cell - Physical Display - initial venues (min 3 per country)
UK
Coventry University Library
Herbert Gallery Coventry
CU London Campus

Sweden
Exhibition space at ABF venues throughout Sweden

Belgium
DG education and culture Hall (to be approached if successful)
C-Mine, Genk

South Africa
Robben Island Museum
Three Campuses of NWU (Mafikeng Campus, Potchefstroom Campus & Vaal Triangle Campus)
National Library of SA
Kwazulu Nayal Museum (Letter of support)
Iziko Museum (Letter of support)

DISSEMINATION CHANNELS
Cultural, Educational, Technology, Partner networks. The project will be disseminated to over 100 organisations across EU and SA, (too many to name but) for example:

Cultural
CONSERVARE
EUROPA NOSTRA
The European Heritage Network
FARO. Flemish centre for cultural heritage
De Bond Heemschut
Heritage Malta
The Arts Council
Creative England
Trans Europe Halles (TEH)
Swedish National Heritage Board
Nelson Mandela Museum
National Heritage Council SA
Interpret Europe
Iziko Museums of Cape Town
Ditsong Museums of SA

Educational
UK Universities
Educationalists
Tertiary Education and Research Network of SA (TENET)
Public Participation in Education Network (PPEN)

Technical
Technology Strategy Board
Human Sciences Research Council
UKTI
TIGA

Partner Networks
GaLA – Games and learning Alliance
E.N.T.E.R. the EU Network for Transfer & Exploitation of EU Project Results
EVE website ec.europa.eu/eve
SMILE network for Teachers and Museums
SA Association of Business Communities (SAABC) + International Education Business Partnership Network

WP.8 Evaluation

Responsible: EB

Involved: all partners

Evaluation of internal work processes and progress in order to increase understanding of user needs, to determine whether processes are working correctly within the project partnership, to judge the effectiveness of the project, to check whether products developed are effective and assess project

impact. To facilitate a cycle of continuous improvement throughout the project and act as a 'critical friend' to the partners.

8.1 Develop Evaluation Framework consulting with partners and project manager to ensure viability, commitment and forward planning. Development of Evaluation questionnaires

8.2 Undertaking Interim Evaluation 1 and presenting findings to partners

8.3 Providing on-going evaluation updates to project manager on quarterly basis for the quarterly project management report. Collecting and collating Monitoring Data. Evaluation of each of the work packages

8.4 Conducting 'stakeholder' interviews/gathering target group and partner evaluation studies.

8.5 Gathering and analysis of electronic evaluation/Analysis of all information gathered

8.6 Producing final evaluation report and presenting findings to partners published on website