



Digital Interpretation of Cultural Heritage: Call for Innovative Concepts

1. Background and Context

Coordinated by Arctur d.o.o. on behalf of the **United Nations Industrial Development Organization**, this initiative is implemented within the framework of the project “Provision of Digital Technologies Fostering Tourism 4.0 and Technological Learning in Montenegro” (UNIDO Project SAP ID 230074).

The project was developed by UNIDO at the request of the Ministry of Economic Development and Tourism of Montenegro and builds on proven Tourism 4.0 practices successfully implemented in Slovenia. It aims to support the adoption of advanced digital technologies in the tourism sector, strengthen technological capacities related to cultural heritage preservation, and promote the development of sustainable, high-value tourism products, particularly among small and medium-sized enterprises (SMEs).

Within this context, the present **Call for Innovative Concepts** seeks to identify innovative and feasible concepts for the digital interpretation of cultural heritage through the use of **3D models and storytelling-based approaches**, contributing to inclusive, sustainable, and innovation-driven tourism development in Montenegro.

2. Objective of the Call

The objective of this Call is to identify **innovative, feasible, and impactful concepts** for interpreting cultural heritage through the use of 3D models and digital storytelling approaches.

Proposals should demonstrate how digital technologies can be used to enhance the understanding, accessibility, and value of cultural heritage, while supporting Tourism 4.0 principles and sustainable development goals.

3. Eligibility

The Call is open to:

- Students (secondary, higher education, university level)
- Early-stage and established professionals
- Individual applicants and teams

Interdisciplinary teams combining expertise in areas such as cultural heritage, tourism, digital technologies, design, education, or storytelling are strongly encouraged.



4. Scope of the Call

Applicants are invited to propose concepts that demonstrate compelling, innovative, and inclusive approaches to interpreting Montenegro's cultural heritage through 3D models and digital storytelling.

Proposals may include concepts that:

- Use existing 3D models or propose the creation of new 3D models
- Interpret cultural heritage assets, sites, narratives, or practices
- Apply storytelling-based, educational, experiential, or participatory approaches
- Address tourism, education, cultural preservation, or community engagement

The Call focuses on conceptual quality and applicability, rather than technical implementation at this stage.

5. Submission Format

Applicants are required to submit a **concept proposal** in one of the following formats:

- PDF document (recommended), or
- PowerPoint presentation (PPT / PPTX)

Recommended length:

- Up to 5 pages (PDF) or
- 8–12 slides (PPT)

Each submission should include:

- Title and short concept description
- Cultural heritage context
- Interpretation and storytelling approach
- Role of 3D models and digital technologies
- Target audience and intended use
- Expected impact
- Team composition and competencies

6. Evaluation Criteria

Proposals will be evaluated using a scoring system based on the following criteria:

A. Feasibility and Innovation

- Feasibility of implementation
- Use of digital technologies and digitalisation
- Innovation of the concept
- Expected impact
- Meaningful interpretation of cultural heritage
- Team potential and expertise



B. Cultural Heritage Interpretation

- Quality and relevance of heritage interpretation
- Environmental sustainability
- Innovation of the concept
- Interdisciplinary approach
- Social, cultural, and tourism impact
- Accessibility and inclusion of vulnerable groups

7. Selection Process

All submitted proposals will first undergo an eligibility and completeness check to ensure that they comply with the submission requirements outlined in this Call.

Eligible proposals will then be reviewed and evaluated by a selection committee composed of representatives of the project partners and relevant experts. The evaluation will be carried out in accordance with the evaluation criteria described in Section 6.

Based on this evaluation, a shortlist of the highest-ranked proposals will be selected.

Shortlisted applicants will be invited to present their concepts in a 5-minute pitch at the final project event, planned for June 2026, in the presence of representatives of the Ministry of Tourism of Montenegro and other relevant stakeholders.

Following the presentations, the selection committee will identify the best-ranked concept, which will be announced and awarded during the event.

Applicants will be informed of the results of the evaluation by email in May 2026.

8. Practical Information

- Language of submission: **English**
- Ownership of the submitted concepts remains with the applicants; selected proposals may be promoted within the project with appropriate attribution.
- UNIDO and project partners reserve the right to request clarifications.
- The organisers reserve the right to modify the timeline or details of the Call if necessary.

9. Contact Information

For questions related to the Call, eligibility, or submission process, please contact: info@tourism4-0.org or visit the project website: unido.tourism4-0.org.



UNIDO Project ID 230074



Montenegro
Ministry of Tourism

10. Submission Process

Applicants must submit their proposals **electronically**.

Submissions should be sent by email to: info@tourism4-0.org

Submission deadline: 30 April 2026, 17:00 CET.

The email subject line should include: “**Digital Interpretation of Cultural Heritage – Concept Submission**”

Each submission must include:

- The concept proposal in **PDF or PPT/PPTX format**
- A short **cover note including the applicant’s name, affiliation (if applicable), and contact details.**

After submission, applicants will receive a **confirmation of receipt by email**.

Incomplete or late submissions may not be considered for evaluation.