



Northern Periphery and  
Arctic Programme  
2014-2020



EUROPEAN UNION  
Investing in your future  
European Regional Development Fund



## CADI-SHAC

CApitalising on Digital InnovationS for Heritage And Capacity will benefit from the complimentary skills of 4 projects to engage and upskill SMEs and end users, amplifying what has already been achieved through the projects.

StoryTagging, Digi2Market, CINE & STRATUS have used digital innovation to enhance the market reach of SMEs and/or capture, visualise or celebrate local natural and cultural heritage for end users. Each participating project aligns with two of three digital themes: Immersive technology, digital marketing and data analytics and placed-based approaches that celebrate local natural and cultural heritage.

Total budget received from Interreg Northern Periphery and Arctic Programme: €98.610,07 of ERDF

### Partnership:

Robert Gordon University  
Scotland

Ulster University  
Northern Ireland

Gunnar Gunnarsson Institute  
Iceland

The Gaeltacht Authority  
Ireland

### Duration:

1 JULY 2021 to 30 JUNE 2022

