

## **Cross-border services for creative adventure learning in the zoos of the Central Baltic Region (SmartZoos)**



Programme Priority: P2 Sustainable use of common resources

Programme Specific Objective: 2.1. Natural and cultural resources developed into sustainable tourist attractions

Sub-programme: Central Baltic

Duration: 01.09.2015 - 31.08.2018

Total funding: 627.680 EUR

ERDF funding: 497.192 EUR ERDF

Project Summary:

The main objective of the SmartZoos project is to integrate the zoos of the CB region to form a joint tourist attraction through developing, implementing and joint marketing of a cross-border service package of creative adventure learning with mobile devices (SmartZoo service package).

The project activities include the service package being designed, developed, piloted among 100 visitors of the zoos and jointly marketed by the partner zoos in Estonia, Sweden and Finland. The service package will include interactive location-based assignments, possibilities for challenging other visitors of the zoos and organising adventure games, challenges and tournaments.

The new service package attracts more visitors to the region and therefore fosters growth in economic activity and enhances development of other business activities of the region. The target values are set at 6000 more visitors in the participating zoos during the project and 50 000 more three years after the project.

## **Map of Partners**

## Partners

Lead Partner

### Tallinna Ülikool

Country: EE

[www.tlu.ee](http://www.tlu.ee) [1]

**Partner budget:** 236.193 EUR

**Amount of ERDF funding:** 195.780 EUR ERDF

Project Partners

### Tallinna Loomaaed

Country: EE

[www.tallinnzoo.ee](http://www.tallinnzoo.ee) [2]

**Partner budget:** 77.970 EUR

**Amount of ERDF funding:** 66.274 EUR ERDF

### Skansen

Country: SE

[www.skansen.se](http://www.skansen.se) [3]

**Partner budget:** 119.479 EUR

**Amount of ERDF funding:** 89.609 EUR ERDF

### Korkeasaaren eläintarha

Country: FI

[www.korkeasaari.fi](http://www.korkeasaari.fi) [4]

**Partner budget:** 50.163 EUR

**Amount of ERDF funding:** 37.622 EUR ERDF

### Södertörns högskola

Country: SE

[www.sh.se](http://www.sh.se) [5]

**Partner budget:** 143.876 EUR

**Amount of ERDF funding:** 107.907 EUR ERDF

Associated Partners

## **R?gas Zoolo?iskais D?rzs**

**Country:** LV

## **Results**

### **Expected results**

### **Achieved results**

Project result in category - Joint tourist attraction

## **SmartZoos created a game-based service to attract more people to visit ZOOS**

The project worked out the game-based service package to attract more people to visit participating zoos (Skansen, Helsinki Zoo, Tallinn Zoo).

The project was led by Tallinn University, Educational Technologies department and included the largest zoos from Estonia, Finland and Sweden. The Riga Zoo participated as associated partner.

The project targeted the increase in visits to the zoos and by the end of the project data was available that more than 700 users had used the service package application. In addition, the Smart Zoos service package received positive feedback from many educators and teachers.

The Smart Zoos service package included following functions:

1. 4 types of location-based interactive assignments: quizzes, crossword and memory puzzles, augmented reality assignments and video/photo story telling assignments.
2. own assignments and challenge other visitors in the same or in another zoo (e.g., the visitor of Skansen Zoo can challenge visitor of Helsinki Zoo).
3. online environment for composing and conducting location-based GPS adventure games, challenges and tournaments that utilise all these different types of interactive assignments.
4. awarding the achievements (using Mozilla Open Badges Framework).
5. addition to service package the project implemented Investments to the zoos wifi networks.

Project page in database

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At a glance

- Location-based interactive assignments
- More than 700 users
- Investments to the zoos wifi networks

Tags

[Cultural Heritage and Arts](#) [7]

[Tourism](#) [8]

## Project Visibility

### Social media links

[Webpage](#) [9]

[Article in Magazine of Tallinn university](#) [10]

[Article in Pealinn](#) [11]

[A news bit in TLU weekly newsletter](#) [12]

### Other media visibility

[Tallinna Loomaaias saab nutiseadmega läbida interaktiivseid õpperadu või külastada Veskimetsa püsinäitust](#) [13]

[Tallinna Loomaaias avati interaktiivsed õpperajad ning loodust tutvustav püsinäitus](#) [14]

[Muutunud õpikäsitus 5: Kuidas õpetaja aega kokku hoida?](#) [15]

[Article in The 10th European Conference on Games Based Learning ECGBL 2016](#) [16]

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### Links

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