EDP3WG2P1 Innovative management of cultural heritage

Disclaimer – this fiche provides some indications as to which funds could be relevant to ideas identified during the Entrepreneurial Discovery Process in the regions of Eastern Macedonia and Thrace, beyond those provided by the ROP. It is provided to stimulate further the development of the idea. However, it must be intended as exploratory and non-exhaustive.

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<th>Title</th>
<th>EDP3WG2P1 Innovative management of cultural heritage</th>
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<td>Short Description</td>
<td>The idea is about the exploitation of local cultural assets with the implementation of innovative digital tools and applications in order to create new forms/models of business applications within the tourism industry. The proposed idea would contribute: (a) to increase the level of publicity and awareness on REMTh’s rich cultural heritage, (b) to promote education among tourism stakeholders on cultural tourism and (c) to add value to REMTh visitors’ experience.</td>
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<td>PDL2 Participants</td>
<td>3 WG participants expressed interest in the idea.</td>
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<td>Under which TOs of the ROP does this project fall?</td>
<td>Stakeholders of the enterprise sector can obtain project funding through the ROP under TO 3d (Specific Objective 6 “Improve the outward-looking character of SMEs”), which explicitly supports, among others, collaborative projects across the tourism value chain. They will benefit from the digitization of cultural assets by public-sector organisations that will be offered as reusable open data through projects funded by TO 2c (Specific Objective 3 “Promote the supply of public-sector digital content in the fields of regional administration, culture and tourism”). For an examples of project about digitalisation of cultural assets through structural funds see the e-Paveldas project.</td>
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| Knowledge and actors required | The following key partners are needed to implement the idea:  
- Regional/local bodies that are responsible for the management of cultural heritage assets  
- Entrepreneurs from the creation industries  
- ICT companies and social media experts  
- Social groups/organisations that can support the idea by implementing new forms of social innovation. |
| How can ICT, as a key enabling technology, enhance this idea? | ICT usage can enhance the idea in numerous ways:  
- Digital heritage tools (for museum, exhibition spaces, archaeological sites etc)  
- Educational, e-learning and gaming tools  
- Digital and creative tools offering media and 3D-rich experience  
- Multi-lingual and speech-enabled support  
- Digital content creation and dissemination platforms  
- Geospatial and time-based navigation, tourism recommender systems, itinerary planning and guidance support tools  
- Linkage with social digital tools |
| International dimension | The original fiche of PDL2 highlighted that no international stakeholders were needed to implement this project. However, as noted also in other cases, expanding the remit of the project, envisaging the participation of international actors can increase funding opportunities as well as broadening the impact of the project.  
It is recommended to link to the wider community on research management related to cultural heritage, specifically to the JPI Cultural Heritage, grouping... |
national research funding actors in this area. For now, Greece is not a full member but only an observer.

The working groups did not identify, during PDL2, the specific parts of the idea that could be funded under H2020. This is partly due to the fact that the idea itself is defined very broadly. As the links to H2020 depend largely on how the idea is further specified, it is only possible to give a broad indication of what H2020 can offer.

- The "Leadership in Enabling and Industrial Technologies" could be relevant through its "Innovation Actions", which supports, among other things, the development of innovative Information and Communications Technologies (ICT) products, tools, applications & services for the cultural and creative sectors and its "Coordination and Support Actions", which focus on non-research activities such as disseminating results and promoting the use of ICT-driven innovation thanks to a sustainable network of 'multipliers'. In particular the following two forthcoming calls should be useful: ICT-20-2017: Tools for smart digital content in the creative industries and ICT-21-2016: Support technology transfer to the creative industries, which focuses on the development of new products by SMEs and ICT-36-2016: Boost synergies between artists, creative people and technologists

- Funding under the societal challenge "Europe in a changing world - Inclusive, innovative and reflective societies" may also prove useful, as it also covers issues related to the transmission of European cultural heritage, uses of the past, 3D modelling for accessing EU cultural assets. The following call appears particularly relevant: CULT-COOP-08-2016: Virtual museums and social platform on European digital heritage, memory, identity and cultural interaction, which supports synergies between virtual and traditional museums and cultural institutions, as well as allowing for a pilot for a new virtual international museum pilot.

- Funding under the SME instrument may also be relevant: SMEInst-12-2016-2017: New business models for inclusive, innovative and reflective societies

A more detailed description of the links between H2020 and development of cultural heritage is available here.

Relevant international projects, which may provide inspirations or networking indications, include:

- 3D-Icons: 3D Digitisation of Icons of European Architectural and Archaeological Heritage
- CHESS: Cultural Heritage Experiences through Socio-personal interactions and Storytelling.
- PATHS: Personalised Access to Cultural Heritage Space

COSME should be relevant for this idea, thanks to the Tourism Action Plan. This can be helpful in the development and/or promotion of sustainable transnational thematic tourism products; the development and/or promotion of niche products exploiting synergies between tourism and creative industries at European level (e.g. European Route around high-end products); transnational public and private partnerships developing tourism products targeting specific age groups; capacity building schemes whereby managers, destination managers, entrepreneurs. As well as these specific tourism aspects COSME can support SMEs in their access to finance.

The Creative Europe programme should also be explored, as it supports several
cultural activities. The different streams of funding, however, generally demand a transitional dimension which is lacking in the current formulation of the idea.

The Erasmus + programme should be explored in its ability to provide funding for skills creation, indeed the programme has been used in the past to fund training programmes in the tourism sector (see for instance the HECTOR Programme (Heritage and Cultural Tourism Open Resources for innovative training schemes).

The principal funding source for this project idea is expected to be OP Competitiveness, Entrepreneurship and Innovation (TO 2b, Specific Objective 1.2 “Increase the supply of digital services, applications and integrated ICT solutions for enterprises”). Projects within this specific objective support ICT-enabled innovations in enterprises.

The interreg Adrion should be explored as its Priority Axis 2 Sustainable Region tackles the following:
- Conserving, protecting, promoting and developing natural and cultural heritage;
- Promote the sustainable valorisation and preservation of natural and cultural assets as growth assets in the Adriatic-Ionian area;

The Greece-Bulgaria Cross-Border-Cooperation programme places strong emphasis on touristic activities and preservation of cultural and natural areas, in particular:
- in thematic objectives 3 (Enhancing the competitiveness of small and medium sized enterprises, the agricultural sector (for the EAFRD) and the fisheries and aquaculture sector (for the EMFF), which will allow for the development of tourist development strategies, integrated tourist destinations and actions for the increase in international visibility
- Investment priority 6c Conserving, protecting, promoting and developing natural and cultural heritage, which will fund activities to improve the preservations status and increase in carrying capacity of cultural and natural sites.

The Interreg Mediterranean is also a source of funds worth exploring, as its third priority axis refers to protecting and promoting Mediterranean natural and cultural resources

The Black Sea Basin Cross-Border Cooperation Programme, under measure 1.2 supports the Creation of tourism networks in order to promote joint tourism development initiatives and traditional products

Relevant examples of transnational projects include:
DANTE: Digital Agenda for New Tourism Approach in European Rural and Mountain Areas
E-CREATE: Cultural Routes, Entrepreneurship and Technology Enhancement

Which other regional sources of funding could be relevant? For which element of the project?
Not applicable
| **Key barriers for the development of the idea** | Inflexibility of antiquities ephorates and cultural authorities in working with private-sector stakeholders; weak existing collaboration between regional stakeholders; difficulties in meeting work planning time constraints due to external factors. |
| **Steps forward** | The project-idea is defined very broadly. It points, together with other ideas described in fiches EDP1WG4P2 - Wine gastronomy - cultural tourism, EDP3WG3P2 Development of high added-value digital tools for key tourism sectors, to the need of developing further a comprehensive strategy for the tourism sector. Stakeholders across the tourism value chain should elaborate a comprehensive approach to the promotion of the regional cultural heritage, in which, this project is only a means to a wider end. Within this broader and more comprehensive strategy, due attention should be paid to plucking into international networks, which also allow access to transnational and EU funds. With these caveat in mind, and for what the regional opportunities for the digitalization of cultural assets, the following steps are suggested:  
1. The ROP calls for digitalising cultural assets should be launched first; clear and specific provisions should be included regarding the open status of data and terms for reusability.  
2. The ROP managing authority needs to take into account that that local needs may not be eligible under SO 1.2 of OP Competitiveness, Entrepreneurship and Innovation when issuing their calls under TO3d(SO6) |