



# The Aristotle University

## Thessaloniki, GR

### Debate Session II

### GiT in Cultural Heritage preservation and Sustainable Tourism

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*Professor*



Inter-coaching workshop HERITAG-CULTURWB  
Tbilisi (April 4, 2019)

## key issues:

- ❑ Cultural Heritage
- ❑ Sustainable Tourism

- I. **Sustainability** : achieve balance for both current and future potential, through
  - exploitation of **resources (CH + Environment)**
  - direction of **investments**
  - orientation of **technological** development
  - **institutional** changes
- II. Development is **inherently unsustainable**
- III. this makes issues: **Competitive, Contradicting and Controversial**
- IV. Thus, we need to look at the **big picture**

# CH is a global issue with strong European presence



## Europe's cultural memory includes

- ❑ print (books, journals and newspapers)
- ❑ photographs
- ❑ museum objects
- ❑ archival documents
- ❑ sound and audiovisual material
- ❑ monuments and archaeological sites

## The big picture in research

- With About 1.7 million researchers, Europe has 22 % of the total global population of researchers, **making it the largest market for researchers in the world.**
- Over a decade, China's share of world highly cited scientific publications increased by **a factor 4** (2.6% to 11.9%).
- Only 8 % of companies listed as 'unicorns' in the world are European.

In a context where:

- 90% of all data in the world have been generated in the last 2 years
- The digital and networked world is a real game changer

**Michel SCHOUPPE**  
Earth observation Sector  
DG RTD I.4

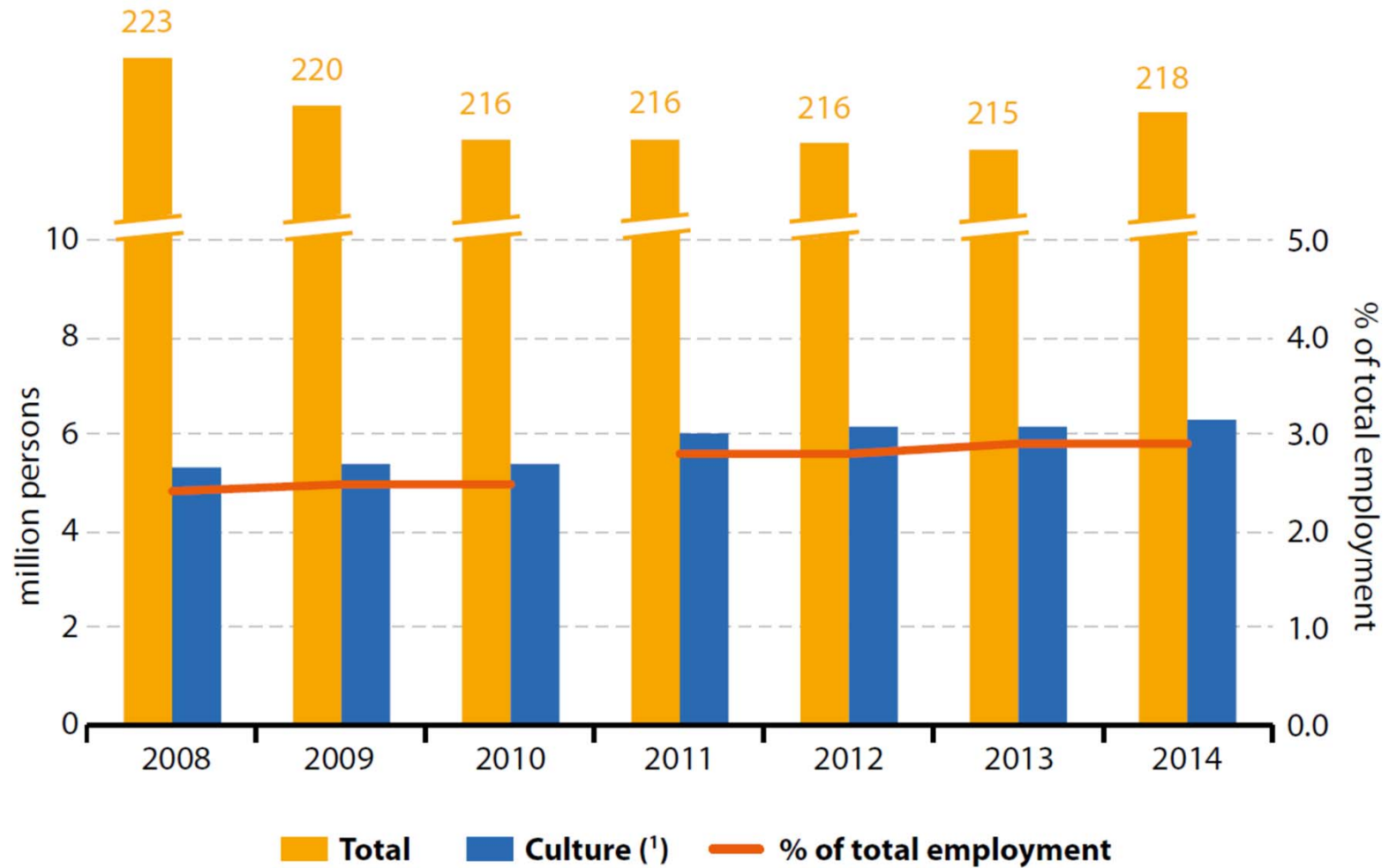
**ERA-PLANET meeting**  
CNR, Roma (IT), 10 October 2017

A unicorn (μονόκερως) is a startup company valued at over \$1 billion.

The term was coined in 2013, choosing the mythical animal to represent the statistical rarity of such successful ventures

# The big picture in employment and CH sector weight in economy

Figure 2: Cultural employment and total employment, EU-28, 2008–14



# CH thematics and priorities



EN

Horizon 2020

Work Programme 2018-2020

*12. Climate action, environment, resource efficiency and raw materials*



EN

Horizon 2020

Work Programme 2018-2020

*13. Europe in a changing world – Inclusive, innovative and reflective societies*



# The paradigm change



## Cultural heritage in the digital economy

**Digital access** to Cultural Heritage breathes new life into material from the past, turning it into:

- formidable assets for the individual user
- important building block of the digital economy

material can be **reused** in new ways for developing:

- **learning and educational content**
- documentaries **tourism applications**
- games, **animations** and a wealth of **other web services** & apps



## New Policy Programme (2015)

- **DIGITAL SINGLE MARKET (2014-2020)**
- Commission sets out 16 initiatives to make it happen
- Three pillars:
  - **I. Better access for consumers and businesses to digital goods and services across Europe**
  - **II. Creating the right conditions for digital networks and services to flourish**
  - **III. Maximising the growth potential of the digital economy**

**H2020:**  
12,5 billion to ICT

**Europeana:**  
53 mil items

## CH Priorities of Horizon 2020 (2014-2020)

**2014: Advanced 3D modelling** for accessing and understanding European cultural assets (REFLECTIVE-7-2014)

**2015: Innovation ecosystems** of digital cultural assets (REFLECTIVE-6-2015)

**2016: Virtual museums** and social platforms on European digital heritage, memory, identity and cultural interaction (CULT-COOP-08-2016)

**2017:** European cultural heritage, access and analysis for a richer **interpretation** of the past (CULT-COOP-09-2017)

### Other H2020 funding actions

**2015: Call for Innovation Actions to support ICT innovative Creative Industries SMEs**, resulted in 15 projects, starting in Jan-Feb 2015 with an EU funding **14 M€**

**2015: Call for Research and Innovation Actions on cost-effective technologies for advanced 3D modelling** funded various projects starting June – October 2015, with an EU funding **2-4 M€ /project**

**2016:** the European Commission launched three **H2020 ICT Calls for supporting ICT transfer to the European creative industries**. A number of projects funded, with **24 M€**

**2016:** the **Call for Research and Innovation Actions to support creative processes in the creative industries** funded 6 projects with **20 M€**



# The 2018-2020 priorities

## Intro to FP9

<i>2018 Challenge</i>	<i>Call</i>	<i>Total Budget (M€)</i>
12-CLIMATE	LC-CLA-04-2018: Resilience and sustainable reconstruction of historic areas to cope with climate change and hazard events	18
13- REFLECTIVE SOCIETIES	SU-TRANSFORMATIONS-09-2018: Social platform on endangered cultural heritage and on illicit trafficking of cultural goods	1.5
	DT-TRANSFORMATIONS-12-2018-2020: Curation of digital assets and advanced digitisation	10
<i>2019 Challenge</i>	<i>Call</i>	<i>Total Budget (M€)</i>
12-CLIMATE	SC5-20-2019: Transforming historic urban areas and/or cultural landscapes into hubs of entrepreneurship and social and cultural integration	25
13- REFLECTIVE SOCIETIES	DT-TRANSFORMATIONS-12-2018-2020: Curation of digital assets and advanced digitisation	10
	TRANSFORMATIONS-04-2019-2020: Innovative approaches to urban and regional development through cultural tourism	9
	DT-TRANSFORMATIONS-11-2019: Collaborative approaches to cultural heritage for social cohesion	12
	DT-GOVERNANCE-13-2019: Digitisation, Digital Single Market and European culture: new challenges for creativity, intellectual property rights and copyright	9

# Sustainability as a global issue



To implement the Agenda-2030, 193 countries agreed (UN GA 25-9-2015) to achieve, by 2030, 17 Sustainable Development Goals (SDGs) and 169 Targets, accompanied by specific Indicators

## UNESCO and Sustainable Development Goals

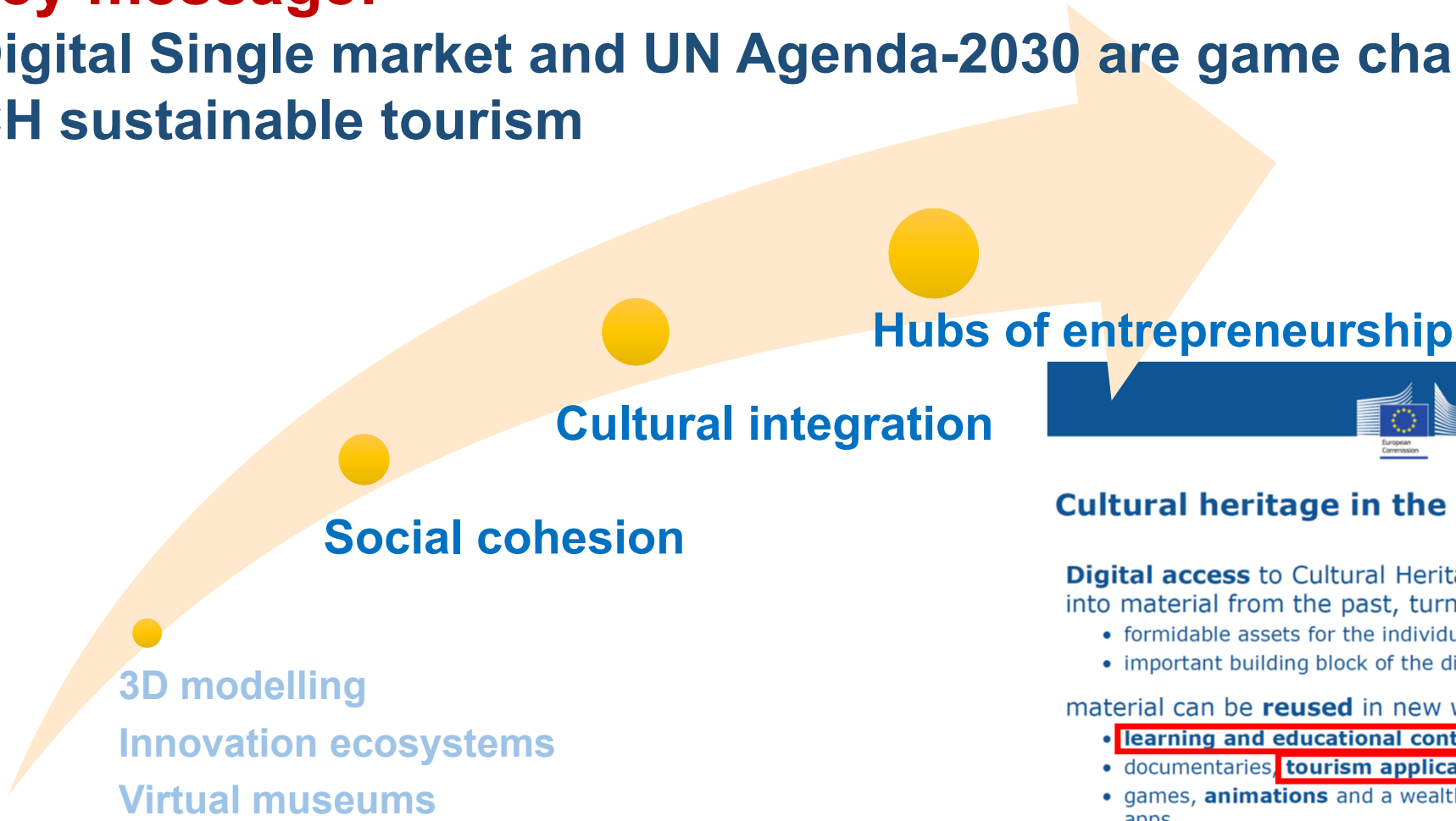
UNESCO ensures that the role of culture is recognized through a majority of the SDGs, including those focusing on :

- **quality education**
- **sustainable cities**
- **the environment**
- **economic growth**
- **sustainable consumption and production patterns**
- **peaceful and inclusive societies**
- **gender equality**
- **food security**

UNESCO's work promoting cultural diversity, and UN's Culture Conventions, are key to the implementation of the Agenda 2030 for Sustainable Development.

## key message:

Digital Single market and UN Agenda-2030 are game changers for CH sustainable tourism



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