



ReInHerit

Redefining the Future of Cultural Heritage, through a disruptive model of sustainability



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Executive Summary

This deliverable focuses on the development of **training curricula and syllabi** for the ReInHerit project. The objective is to design courses and training material covering the **main technologies** with a focus on Artificial Intelligence (AI) and the **different related practices** identified in the project.

The development of these training courses is essential to transfer technological know-how and build capacity in the cultural heritage sector. They provide professionals with the necessary knowledge on state-of-the-art technologies, with a focus on the **development model** identified by the ReInHerit Toolkit, a **visitor-centred model** that provides interactive experiences facilitated by innovative digital tools such as AI and Computer Vision. The model emphasises the promotion of emotional and playful digital learning and encourages visitors to use their smartphones (BYOD - bring your own device) through web applications to enhance their interaction during the visitor experience. The use of digital opportunities intends to promote culture in an interactive and immersive way and to attract all groups in society, especially young people, as future custodians and promoters of cultural heritage.

The aim is to enable professionals to **effectively manage and conserve cultural heritage** in the contemporary context. Furthermore, this training curriculum contributes to the **long-term sustainability** of the ReInHerit project even after its conclusion, as they provide, in the context of the Digital Hub, a point of access to up-to-date training for heritage professionals.

Through the development of this training curriculum, the ReInHerit project seeks to bridge the gap between technology and cultural heritage, encouraging the **integration of innovative practices** and ensuring the transfer of knowledge for **sustainable heritage management**.

1. Introduction

This deliverable provides an overview of the resources created within the ReInHerit project, specifically tailored for professionals working in the museum and Cultural Heritage (CH) sector. These resources have been disseminated through the ReInHerit Digital Hub, a key platform for knowledge sharing and networking. In collaboration with expert professionals, the project partners have identified macro themes and topical subjects aligned with the needs and interests expressed in the primary and secondary research conducted within the project. (Fig.1)

The primary focus of this deliverable is to compile references to the produced **worksheets**, which serve as valuable resources for promoting innovative and sustainable management practices in the cultural heritage sector. These worksheets offer practical guidance, case studies, and insights on various aspects of cultural heritage management. They aim to equip professionals with the necessary tools and knowledge to address contemporary challenges and seize opportunities in their respective fields.

Furthermore, this deliverable encompasses a dedicated section on training **webinars** conducted within the ReInHerit project. The webinars feature material produced by different consortium partners and cover a wide range of topics relevant to the project. Included in this section are video recordings of the webinars, presentation slides, and additional references for further exploration. The webinars serve as interactive activity for knowledge exchange, bringing together experts and professionals to share their experiences, expertise, and best practices.

In addition to the webinars, the **documentation and components** section compiles material related to the applications of the ReInHerit Toolkit, Immersive Performances, Videogame and Exhibitions. This section highlights the technologies utilized in the project, providing useful documentation and references for accessing the open-source code published on Github, with practical solutions, software tools, and resources to support professionals in their daily work and decision-making processes.

This deliverable also includes a section dedicated to the **Museum Up podcasts**. These podcasts offer concise and accessible introductions and summaries of the project's key themes and topics. Presented by experts and professionals in the cultural and museum sector, the podcasts identify and introduce emerging topics in a simple, colloquial and practical way to quickly understand the main concepts and stay up-to-date on developments.

A final section is dedicated to ReInHerit's **Best Practices** on Cultural Heritage Management and to the **Handbook** on Communication and Collaboration in Museums and Heritage Sites.

Contents of the Deliverable:

- Factsheets for Cultural Heritage Management
- ReInHerit Webinars
- Documentations and Components of Toolkit, Performances, Videogame and Exhibition
- Museum Up Podcasts
- Best Practises in Cultural Heritage Management
- Conclusion
- Authors

Together, these resources aim to empower professionals in the museum and cultural heritage sector with the useful knowledge, tools, and inspiration to navigate the ever-changing landscape of cultural heritage management.



Fig 1. Training Area for CH Staff identified in the "D2.6 - A Sustainable CH Management Model: State of the Art Report"

2. Objectives

The objectives of this deliverable are as follows:

1. **Provide an overview:** The primary objective is to offer a comprehensive overview of the resources produced within the ReInHerit project. This includes material targeting professionals in the museum and cultural heritage sector, which are distributed through the Digital Hub. By presenting a clear and concise overview, this deliverable aims to facilitate easy access to the project's valuable resources.
2. **Address sector-specific needs:** The project partners, in collaboration with expert professionals, have identified macro themes and topical subjects that align with the needs and interests expressed in the primary and secondary research conducted within the project. The objective is to ensure that the resources produced within the ReInHerit project address the specific needs of professionals working in the museum and cultural heritage sector, providing them with relevant and actionable information.
3. **Promote innovative and sustainable management practices:** This deliverable focuses on collecting references to the produced worksheets and best practices, which serve as a useful resource for promoting innovative and sustainable management practices in the cultural heritage sector. By offering practical guidance, case studies, and insights, the objective is to equip professionals with the necessary tools and knowledge to navigate the evolving landscape of cultural heritage management.
4. **Facilitate knowledge exchange and collaboration:** The webinars section within this deliverable includes various material produced by different consortium partners and used in the delivered webinars, such as video recordings, presentation slides, and useful references for further exploration. The objective is to foster knowledge exchange, collaboration, and networking among professionals in the museum and cultural heritage sector, leveraging the expertise and experiences of project partners and external experts.
5. **Provide documentation and access to open-source code:** The documentation and components section aims to collect the material related to the applications of the ReInHerit toolkit. This includes highlighting the technologies used and providing useful references to access the open-source code published on Github. The objective is to ensure transparency, reproducibility, and the potential for further development and customization of the toolkit within the cultural heritage community.
6. **Enhance accessibility and dissemination:** The Museum Up podcasts section offers an introduction and summary of the project's themes and topics, presented in an easy-to-use format. The aim is to provide professionals and non-professionals with a practical and accessible way to stay informed and up-to-date on key concepts and project developments.

By achieving these objectives, this deliverable aims to support professionals in the museum and cultural heritage sector by providing them with valuable resources, fostering collaboration, and promoting innovative and sustainable practices in cultural heritage management.

3. Factsheets

The primary and secondary research conducted within the ReInHerit project provided the basic framework for all following work and development. Through the extensive research conducted in WP2, the project gained valuable insights and knowledge that shaped its direction and results.

The factsheets emerging from the primary and secondary research provide concise and informative summaries of key findings and outcomes.¹ They offer valuable insights into various aspects of the cultural heritage sector, including emerging trends, challenges and opportunities. The results of the research influenced the identification of the macro themes, the design of the courses and syllabi, the development of the applications and the overall direction of the project.

By exploring these factsheets, stakeholders and practitioners can achieve a comprehensive understanding of research findings and use them to inform their own practices and decision-making processes. The factsheets summarize complex research findings in easily comprehensible formats, presenting the most relevant and impactful information.

To access the main results of this research, please visit the following link:

[ReInHerit FactSheets](#)

¹ D2.1 and D2.4 “Focus Groups Report Phase I and Phase II” - D2.2 “State of the Art Report (Literature Review)” - D2.5 “CH Management Guidelines” - D2.6 “A Sustainable model of CH management state of the art report”.

3.1 Cultural Heritage Management Plan



Cultural Heritage Management Plan

Aims and objectives: Cultural Heritage Management (CHM) has been recognized worldwide as a strategic process that guarantees the long-term protection of cultural heritage considering its sustainability and taking into account the current needs of the public. However, many museums and heritage sites, especially smaller ones, continue to suffer from inefficient management due to lack of funding and support, as well as the pressures of ongoing crises. In this respect, it is crucial for each museum and heritage site to create a realistic and detailed plan that explains management issues, approaches and requirements and sets a framework for decision making over a given period of time. This factsheet emphasizes the critical role of CHM planning for museums and heritage sites and provides some recommendations on issues to be included in a CHM plan within the digital transformation and innovation context.

Learning material:

- **Summary** <https://reinherit-hub.eu/factsheets/9ee49798-84f9-4ae6-8353-51b7b48be59e>
 - **Takeaways (PDF)**
<https://ucarecdn.com/f8a51dd9-2883-4283-ace9-033d8fc1d6c5/>
-

3.2 Climate and Energy Responsible Museums



Aims and objectives: Climate change and the energy crisis are the most complex challenges humanity faces, which are radically altering human lifeways and ecosystems. A crucial issue is how the CH sector can contribute meaningfully to overcome these by investigating every possible way to support the sustainable transition of Europe. Every museum and heritage site, regardless of its size and resources, has the opportunity to play the key role of change makers and leaders locally and globally in order to better respond to crisis that confronts the communities they serve. Tackling the current energy and climate crisis requires immediate actions and a radical and urgent approach in the context of CHM. This factsheet emphasises the crucial role that museums and heritage sites can play in supporting Europe's sustainable transition and provides some recommendations on issues and principles that an effective environmental and energy strategy should take into account. It also highlights some activities on how the CH sector can operate in energy efficient and sustainable ways.

Learning material:

- **Summary** <https://reinherit-hub.eu/factsheets/37afc991-6d46-4fce-b437-812e3790506c>
 - **Takeaways (PDF)**
<https://ucarecdn.com/8b4e945a-ce41-442f-8230-4c549cdd49a9/>
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3.3 Bridging Museums/Heritage Sites and Local Communities



Aims and objectives: Local communities are considered as a key stakeholder in the CH sector. Community support is of vital importance for the sustainable management of CH and the survival of most of the museums and heritage sites around Europe. Therefore, establishing a deep connection, relationship and mutual understanding with their local communities should be a core activity for museums and heritage sites. In this respect, a growing number of museums and heritage sites are constantly looking for strategies and new ways to play crucial roles in the lives of their communities and establish themselves as relevant and valuable assets to their communities. This factsheet gives an overview of the challenges faced by museums and heritage sites in engaging local communities and provides some practical recommendations to consider in order to support communication between CH professionals and local communities, creating a deep connection between them.

Learning material:

- **Summary** <https://reinherit-hub.eu/factsheets/a0331a12-f840-4958-80d9-707e954ae89e>
 - **Takeaways (PDF)** <https://ucarecdn.com/0170d01b-968f-4609-9d13-01441d645639/>
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3.4 IP Management



Intellectual Property Management

Aims and objectives: IP Management in the area of culture aims at helping museums and other cultural heritage institutions and sites to manage their intangible assets by a) securing their legal protection, b) making the best out of it in terms of exploitation and profit, and c) preventing them from infringing third party rights. This factsheet explains what intellectual property is, why IP Management is important, what steps institutions need to take when they perform it and what the challenges and opportunities of this era are.

Learning material:

- **Summary** <https://reinherit-hub.eu/factsheets/04ced4a2-0ee8-454a-9fa4-f9b604b6340a>
 - **Takeaways (PDF)**
<https://ucarecdn.com/c8cf2092-cdd5-4baf-b3a4-a2b1601d147c/>
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3.5 Reaching Young People: youth friendly museums



Aims and objectives: Despite the fact that CH professionals are particularly eager to make CH more relevant and youth friendly, museums and heritage sites are still facing many problems in reaching young people. Engaging with young people is a complex process given the fact that it is an age group that cuts across many categories of audiences, such as tourists, local people, minorities, people with disabilities, etc., while, at the same time, there are diversities between them in motivation, interests, barriers, experiences, and needs. This factsheet gives an overview of the challenges faced by museums in attracting young people and provides some practical recommendations to consider in order to support communication between CH professionals and young audiences, creating a deep connection between them.

Learning material:

- **Summary** <https://reinherit-hub.eu/factsheets/5ddd1892-bd82-4f29-becc-7e60ce47feea>
 - **Takeaways (PDF)** <https://ucarecdn.com/4066d72a-1d3f-4198-831b-ddc4a0dbfb7d/>
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3.6 The Basics of Cultural Heritage Management



The Basics of Cultural Heritage Management

Aims and objectives: Nowadays, the wide field of CHM is steadily growing, since museums and heritage sites (public or private, local, regional or international) adopt various approaches, methods and practices in order to redefine themselves in a constantly changing world. It is as a strategic process that guarantees the long-term protection of CH considering its sustainability and taking into account the current needs of the public. CHM can be the main vehicle for helping museums and heritage sites to identify and respond to challenges, secure sustainable competitiveness, and be resilient to climate change, natural hazards and pandemic risks. However, many museums and heritage sites, especially smaller ones, continue to suffer from inefficient management due to lack of funding and support, as well as the pressures of ongoing crises. This introductory factsheet looks into some basic premises for and basic notions of CHM based on the state-of-the-art literature.

Learning material:

- **Summary** <https://reinherit-hub.eu/factsheets/71322f73-663b-4741-89a0-dbf19f3a6cf5>
 - **Takeaways (PDF)** <https://ucarecdn.com/02d7af43-1fe8-4264-9821-a44465a75732/>
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3.7 Digital Transition, Emerging Technologies and the Cultural Heritage Sector



Aims and objectives: The digital transition is one of the EU's priorities. The COVID-19 pandemic and the energy and cost of living crisis that followed the war in Ukraine have accentuated the need for greater integration of digital and emerging technologies by the CH sector. The number of museums and heritage sites seeking to take advantage of the opportunities of the digital transition is steadily increasing in an effort to benefit people, CH and the environment. However, many museums and heritage sites, especially the smaller ones with fewer resources, are not able to follow this evolution and face many adversities when entering the digital world. This factsheet aims to highlight the main benefits and the most recent trends identified in the context of the research conducted during the ReInHerit project regarding the use of digital and emerging technologies in the CH sector.

Learning material:

- **Summary** <https://reinherit-hub.eu/factsheets/5a522a8c-8908-4d4f-9085-a9034225f5c8>
 - **Takeaways (PDF)**
<https://ucarecdn.com/e415aa94-fd2a-4abb-bf20-ebbbe71ffd82/>
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3.8 Connecting professionals: cooperation and peer learning



Aims and objectives: It is the professionals in museums and cultural heritage sites that deal with all the multiple challenges that affect the work such as attracting new audiences, ensuring that the museum is relevant in a societal sense, getting funding for exhibitions and project work, working with communities and other central stakeholders, working with collections and research, curating new exhibitions. During the ReInHerit primary research phase professionals expressed a need for authentic, hierarchy free connections between professionals. They frequently mentioned the need to create connections between professionals and sharing information and experiences. Professionals want to learn from each other, learn from mistakes and successes, but also get easily accessible information in a simple format. Expert interviews were conducted to get more in-depth insights on the issue of cooperation. Museum professionals that the ReInHerit project interviewed provided useful recommendations on how to support cooperation between museums and CH sites, as well as networking between museum professionals.

Learning material:

- **Summary** <https://reinherit-hub.eu/factsheets/7a2ffe80-30b1-4843-a474-bec32ae6f194>
 - **Takeaways (PDF)** <https://ucarecdn.com/93672655-b535-4b22-9f1b-57ef06950ccd/>
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3.9 Museum content marketing: reaching audiences effectively



Aims and objectives: During the ReInHerit interviews with museum professionals one expressed need was that of marketing skills. Marketing is one way of reaching out to your potential audience, telling people that ‘we are here, come visit us because we give you this unique experience’. In present day society it is difficult to attract, especially young people, to museums and cultural heritage sites. There are so many other activities that grab our attention and provide ways for us to spend our free time.

Learning material:

- **Summary** <https://reinherit-hub.eu/factsheets/5cf56d78-39af-451d-b87c-be0cae9f4f9e>
 - **Takeaways (PDF)**
<https://ucarecdn.com/f05684f1-af92-487d-8d04-dd3a200ccef6/>
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3.10 The Cultural Heritage Sector: current needs, challenges, and opportunities



The Cultural Heritage Sector: current needs, challenges, and opportunities

Aims and objectives: A sustainable model of CHM should be flexible in order to adapt to changes and emerging needs in the economic, political, social and physical environment and adopt new ideas and practices as a response to those needs. Therefore, it is crucial for museums and heritage sites to be fully aware of the current needs, challenges, and opportunities and have them in mind when developing their strategies, policies, and actions. This valuable knowledge will put them in a much better position to address current complexities and be more resilient in future adversities and unprecedented circumstances. This factsheet summarizes the results of the ReInHerit's secondary research providing an overview of the main needs, challenges, bottlenecks, and opportunities in the CH sector in Europe.

Learning material:

- **Summary** <https://reinherit-hub.eu/factsheets/daef2722-2ad3-479c-83e8-7b53c20122d7>
 - **Takeaways (PDF)** <https://ucarecdn.com/5e0b65ca-32b2-4580-8eeb-21d358568f09/>
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4. Webinars



[ReInHerit webinars](#) are related to cultural heritage management, technology and tourism and are aimed at cultural professionals. They consist of a “how to guide” for small and medium-sized museums and cultural heritage organizations that documents processes, provides instruction, technical requirements and best practices for co-creation and collaboration between museums and cultural heritage institutions.

The webinars were delivered from November 2023 to September 2023 on a bi-monthly basis. Two webinars per month were considered sufficient to organise and manage the work, publish news on the digital hub and promote registrations through ReinHerit project channels. The organisation and distribution of the webinar news was managed by MICC/Unifi, in particular through the NEMECH Regional Competence Centre contact mailing list. This mailing list consists of a huge network of museum professionals who received updates about the webinars. In total, more than approximately 200 experts were involved and participated in various online webinar sessions.²

The main goal of the webinars is to create a network of experts connected to the Digital Hub. By hosting these webinars, we facilitated knowledge sharing, collaboration and engagement among industry professionals. The macro-topics of the Digital Hub webinars included Technology, Management, Tourism and other relevant issues and needs related to ReInHerit project activities. Consortium experts and related professionals conducted online webinars on these topics, providing valuable insights and responding to the specific interests of the participants. (Fig. 2).

To ensure the availability of webinar content after the live sessions, all webinars were video-recorded. These video recordings are published online and are an integral part of the project's training material. By providing access to the recorded webinars, we enable interested professionals to review the content and benefit from the useful insights shared during the sessions.

The webinars were conducted by project partners, who took turns leading the sessions. In some cases, we also invited experts close to relevant institutions to contribute their knowledge and perspectives. Each partner had the responsibility to identify the specific theme to be addressed in their webinar session. The selection process was based on the key topics identified through the primary and secondary research conducted in WP2. Additionally, we considered the work carried out in other work packages, such as WP3 (Digital Toolkit), WP4 (Digital Hub), WP5 (Smart Tourism), and WP6 (Digital and Traveling Exhibitions). By drawing from the insights and expertise acquired in the project, the webinars covered a diverse range of topics, ensuring a comprehensive and enriching learning experience for the participants.

² For more details on the webinar set-up and organization process see D3.3 section 3.5.

Overall, the webinars played a crucial role in fostering collaboration, disseminating knowledge, and building a network of experts within the context of the ReInHerit project. By exploiting the potential of digital platforms and involving professionals from various institutions, a dynamic and inclusive learning environment was created. The recorded webinar sessions, together with the accompanying training material, will continue to be valuable resources for professional development in the museum sector.



Fig. 2 - Macro Topics and all Themes Identified by the ReinHerit Project

The ReInHerit project identified several macro topics and themes to guide the webinars and discussions. These topics include various aspects of technology, management, and tourism in relation to CH. The Schema below (Fig 3) resumes the macro topics and their corresponding themes:

TECHNOLOGY

- **Digital and Emerging Technology:** Exploring the use of innovative digital tools and emerging technologies for Cultural Heritage.
- **Gamification and Immersive Performances:** Examining the application of gamification techniques and immersive experiences to enhance visitor engagement and understanding of cultural heritage.
- **Digital Strategy and Audience Research:** Discussing strategies for developing effective digital strategies and conducting audience research to optimize digital experiences and reach wider audiences.

MANAGEMENT

- **IPR (Intellectual Property Rights):** Addressing the legal and ethical considerations related to intellectual property rights in the context of cultural heritage preservation, dissemination, and access.
- **Co-creation and Prototyping in Museums:** Exploring collaborative approaches to museum practices, including co-creation and prototyping, to enhance visitor experiences and foster community engagement.
- **Inclusive and Green Museums:** Highlighting the importance of inclusivity and sustainability in museum management, focusing on accessibility, diversity, environmental practices, and social responsibility.
- **Sustainability and Cultural Heritage:** Examining sustainable practices and approaches in the conservation, management, and promotion of cultural heritage, considering environmental, economic, and social dimensions.

TOURISM

- **Cultural Tourism:** Discussing the intersection of cultural heritage and tourism, exploring ways to leverage cultural assets to promote sustainable and enriching tourism experiences.
- **Smart Tourism:** Investigating the application of smart technologies and approaches in enhancing the visitor experience, destination management, and tourism services.
- **Smart Destinations:** Examining the concept of smart destinations, which utilize technology and innovation to provide personalized, seamless, and sustainable experiences for tourists.
- **Sustainable Cultural Tourism:** Addressing the challenges and opportunities of sustainable cultural tourism, considering environmental, socio-cultural, and economic aspects.

These macro topics and themes provided the basis for the webinars conducted within the ReInHerit project, offering participants valuable insights and knowledge in their respective areas.



Fig.3 Webinar Schema with related Themes

4.1 Technology

ReInHerit's *Technology* webinars focus on the following themes: Digital and Emerging Technology, Gamification and Immersive Performances, Digital Strategy and Audience Research, 3D Modelling.

Webinar references include links to web resources. Where suitable, links to the "Web Internet Archive" have been added to ensure that the material remains accessible even if the original addresses become broken or unavailable in the future.

4.1.1 Artificial Intelligence and Computer Vision for Cultural Heritage



Aims and objectives: This webinar presents examples of Computer Vision (CV) and AI-based tools applied in museum and cultural heritage contexts. The tasks of CV in the CH sector, the basic elements of the technology, and a high-level analysis of example applications will be introduced. Key results obtained by MICC on CV vision and AI for museums and cultural contexts are presented, including the main findings and recommendations of the analysis conducted under the ReInHerit project. A focus on ReInHerit Digital Toolkit features and innovation, introducing the related emerging technology skills with some examples of innovative collection management tools and applications, based on playful engagement and user interactions with artworks.

<https://reinherit-hub.eu/webinars/034cd93b-1043-42e9-9f2a-835d03a4e1cc>

Webinar Artificial Intelligence and Computer Vision for Cultural Heritage

PHYGITAL MUSEUMS (MIXED/EXTENDED EXPERIENCE)

EMPATHETIC MUSEUMS

RELATIONAL MUSEUMS

MUSEUMS «OUT OF THE BOX»

Inter_actions

PERSONAL CONTEXT

INTERACTIVE MUSEUM EXPERIENCE

SOCIAL CONTEXT

PHYSICAL CONTEXT

AI in museums

- Museums are utilizing AI technology mainly to engage audiences and personalize visitor experiences
- What the AI technologies are used for audience engagement?
- How are they implemented into museums?
- Are there any challenges or problems?

ARTIFICIAL INTELLIGENCE USED IN MUSEUMS AUDIENCE ENGAGEMENT

AI

Chatbot	Machine Vision	Machine Learning
<ul style="list-style-type: none">Speech understanding and translationCustomer servicesConnecting with the audience	<ul style="list-style-type: none">Automatic tagging of imagesTrack attendance for future exhibition strategyOn-line recognition of artworksAssistance for visually impaired visitors	<ul style="list-style-type: none">Near-human robotsDeepFakes for visitor interactivity and engagement

Contents: Technology | Digital and emerging technology - Emotional Museums, Playful Interaction, Artificial intelligence and Computer Vision in Museums, Machine Learning, Deep Learning, Deep Network, Object Recognition, Semantic Segmentation, Image Retrieval, Visual Question Answering, Sentiment Analysis, Style Transfer, Pose/Face Recognition.

Webinar Speakers: Prof. **Marco Bertini** and Dr. **Paolo Mazzanti** (MICC Media Integration and Communication Center - University of Florence Italy)

Learning material:

- Slide: <https://ucarecdn.com/2404d67c-4173-4424-96c7-de8e85d6ce39/>
- Video: <https://youtu.be/69IGNVDCpAE>

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4.1.2 Engaging Museum Visitors with Gamification Apps



Aims and objectives: This webinar introduces two applications of the ReInHerit Toolkit, designed for the cultural heritage domain and that exploit gamification techniques in order to improve enjoyment and learning of museum artworks. The goal of “Strike a Pose” and “Face Fit” applications is to challenge the users to analyze and replicate artworks with their own body and face, obtaining information about the replicated artworks and personalized representations that can be shared on social networks. A gamification approach is useful both for improving the skills and competencies of museum professionals and for engaging visitors in museum content through the design of playful and participative digital learning scenarios in a "play and interact" visiting style. In the presentation is analyzed the technical requirements needed to develop this type of applications and the computer vision techniques needed to implement this type of interaction.

<https://reinherit-hub.eu/webinars/f2a58e91-3c1a-43c0-baeb-45234da1cbce>

Webinar - Engaging Museum Visitors with Gamification Apps

Face-fit

- A faster than real-time face mesh prediction network is used to obtain 468 3D points for each face, also when using mobile phones.
- The points are used to compute the pose of the whole face.
- Once the pose is matched the position of eyes, eyebrows and mouth is matched.
- When both pose and facial expression match the face of the user is substituted to that of the painting and the description of the artwork is provided

The screenshot shows a vertical stack of three images labeled 'Face Fit'. The top image shows a user's face with a grid of 468 3D points overlaid. The middle image shows the user's face with a white mesh overlay. The bottom image shows the user's face with a white mesh overlay, which is then substituted with the face of a painting.

Webinar - Engaging Museum Visitors with Gamification Apps

Strike-a-pose – mobile app

- The interface designed for smartphones uses a vertical layout, while the one for installations has a horizontal layout.
- The MoveNet model is used to obtain 17 keypoints. The model is used in the variant “Lightning” version, to run in real time (30+ FPS) on most of modern PCs and phones. The model runs completely client-side in the browser.

The screenshot shows a vertical stack of two images. The top image is a painting of a woman in a classical pose. The bottom image shows a user's face with a white mesh overlay, which is then substituted with the pose of the painting.

Contents: Technology | Digital and emerging technology - Gamification, Playful Interaction, Artificial intelligence and Computer Vision in Museums, Pose/Face Recognition.

Webinar Speaker: Prof. Marco Bertini (MICC Media Integration and Communication Center - University of Florence Italy)

Learning material:

- Slide: <https://ucarecdn.com/16b8d9c7-ad55-4c7f-bddc-b8f61e88678d/>
- Video: <https://youtu.be/7JDDbS5LxFl>

References:

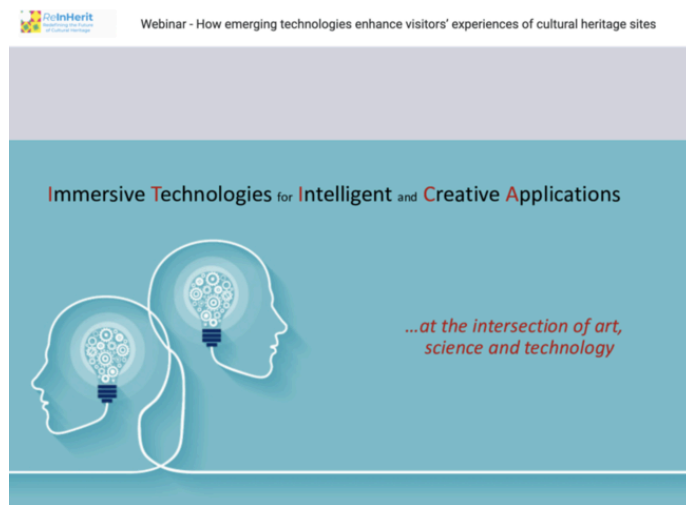
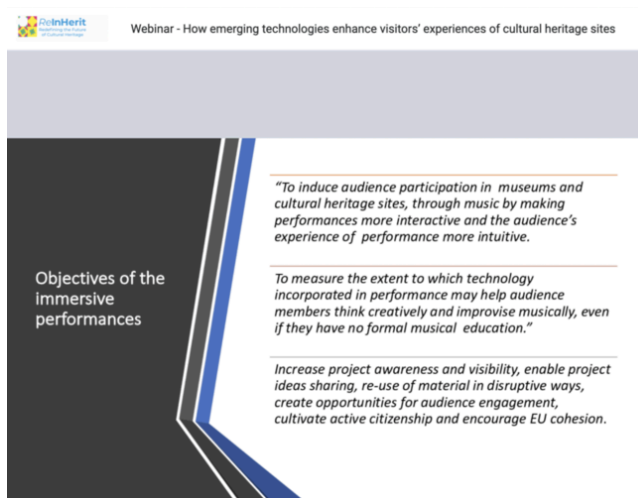
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4.1.3 How emerging technologies enhance visitors' experiences of cultural heritage sites



Aims and objectives: The webinar discusses ideas explored in the latest event created as a case study within the framework of ReInHerit: the immersive performance at the Mansion of Hadjigeorgakis Kornesios. This interdisciplinary performance required the collaboration of a diverse group of professionals and invited the audience to take initiative in shaping their experience of visiting the museum. The webinar will present ideas and lessons learned related to the following areas and how these can contribute to the creation and development of similar future initiatives in cultural heritage sites. This webinar and under the context of ReInHerit H2020, presented an innovative approach to curating visitors' experiences in cultural heritage sites was designed and proposed: For this project we created an immersive performance within a cultural heritage site, consisting of a temporary large-scale sound installation, combining fixed media and live electronics (pre-recorded and interactive music) with a group of live music performers. The audience and performers navigated the performance space and triggered sonic events where they entered to explore, depending on locations of sound installation receivers. Thus, each audience member received an individualized experience of the cultural heritage space, shaped by their personal choices on where to go, what to focus on, who or what to interact with and for how long, within the space, during the performance. What was presented in the webinar was our approach to create a performance that would offer visitors an alternative mode of experiencing exhibits and spaces within this cultural heritage site, inviting them to interact and engage with the spaces or exhibits in a holistic way i.e. a specially designed multimedia experience, which is site-specific, exhibit-specific, time-limited, unique and deeply personal for each visitor that comes to the space during the performance.

<https://reinherit-hub.eu/webinars/dbd7f5e9-8ee6-414f-a320-ee732818064f>



Contents: Technology | Emerging Technologies in cultural heritage sites: - combination of sound-installations with live music performers - 3D scanning and printing of objects for a multisensory exhibition - touch-reactive replicas of exhibits not accessible to the public - remotely controlled movement-triggered sound installations - site-specific lighting and video art design and projection-pre-show dissemination strategies on social media.

Webinar Speakers: Dr. **Kleanthis Neokleous** and Dr. **Andreas Papapetrou** (CYENS Centre of Excellence Cyprus)

Learning material:

- **Slides:** <https://ucarecdn.com/525e2404-2455-490f-a0b3-95922afb1b50/>
- **Video:** <https://youtu.be/LLp4Tf79vXw>

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4.1.4 Creating 3D Models with Photogrammetry - Low-Threshold Technologies for Small to Medium Museums and their Application on Cultural Heritage Objects



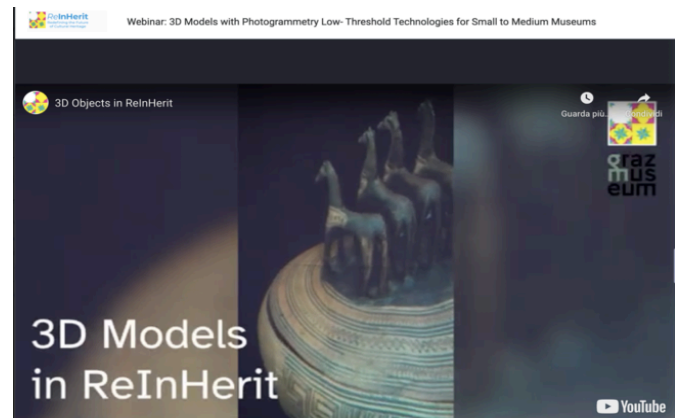
Aims and objectives: This webinar gives an overview of low-threshold technologies for creating 3D models with photogrammetry. Photogrammetry is a technology that uses photos of objects to convert them into a digital 3D model with the help of specialized software tools. In recent years, the technology has become increasingly easy to access and use even for people who do not have a background in imaging technology. It holds potential for museums and Cultural Heritage institutions who are interested in exploring new ways of digitizing, preserving, exploring and exhibiting Cultural Heritage objects while working with a limited budget. The webinar discusses the basic photogrammetry process by showing hands-on example cases. It will focus on the technical requirements and challenges in creating 3D models with photogrammetry, with a special focus on potential issues in working with Cultural heritage objects. After the webinar, participants will have a basic understanding of the photogrammetry process, will be familiar with potential challenges and issues in digitizing objects with photogrammetry and will have the foundational knowledge to test out photogrammetry themselves.

<https://reinherit-hub.eu/webinars/bb3dc504-69e8-44c0-b16e-4ebec120d91c>



Relevance and Challenges of using 3D Models

- 3D models are relevant for efforts in digitization, preservation, presentation of Cultural Heritage objects
- Offer new approaches to presenting objects in digital space
- Enable easy exchange of digital objects between museums
- Enable inclusion of 3D objects in online formats



Contents: Technology | Creating 3D Models - Digitization, 3D Technology, Interactive Content, Digitization Challenges, Digital Objects, Photography, 3D Software, Metashape, Blender, 3D Modeling, Digital Preservation, Low Threshold, Free Software.

Webinar Speaker: Dr. **Helene Goedl** (Department for Digital Museology - Graz Museum in Graz, Austria)

Learning material:

- Slide: <https://ucarecdn.com/71dad0d9-2db1-4fd0-871d-c4ba889c5898/>
- Video: <https://youtu.be/mrfM9PObdjk>

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4.1.5 Visitor studies in the digital age: understanding digital audience engagement

Aims and objectives: This webinar will consider methods and possibilities for digital audiences research and digital engagement evaluation. In a period in which museums are increasingly adopting digital tools for mediating and communicating with their audiences, aiming to foster participation and reach a broader set of publics, it is becoming increasingly important to also develop clearer evaluation methods for analysing the impact of these digital initiatives. Although digital audience research has a longer history, during the last decade – and in particular in the recent COVID-19 years – the need for clear workflows, benchmarks, and data practices to gather and analyse the experiences of online visitors and users of our digital applications has become a priority for the sector. This webinar will briefly introduce the context in which these studies have been developed and, subsequently, focus on qualitative and quantitative methods for researching digital audiences and analysing digital engagement.



<https://reinherit-hub.eu/webinars/a03cc60b-320a-415a-8968-9e597542ad37>

Webinar: Visitor studies in the digital age: understanding digital audience engagement

Webinar: Visitor studies in the digital age: understanding digital audience engagement

Understanding museum learning

'Museums are no better at imparting information than other places', but their strength is in giving 'people an experience of the real thing such that a desire to know more ensues. Museums can be phenomenally successful in terms of **increasing motivation to learn, in enabling people to discover and develop new passions**, in making a previously mundane set of facts suddenly come alive and become meaningful'

(Hooper-Greenhill, 1999, p.1)

Falk and Dierking: The contextual model



Contents: Technology | Digital audience research - Visitor studies; Audience Research; Digital Engagement; Audience development; Social Media Research; Social Media mining; Museum Metrics.

Webinar Speaker: Dr. **Chiara Zuanni** (assistant professor in Digital Museology in the Centre for Information Modelling at the University of Graz, Austria)

Learning material:

- Slide: <https://ucarecdn.com/889ebcf3-cd74-492a-8b30-ed313d4c1765/>
- Video: <https://youtu.be/DOsh9sgr3ak>

References:

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4.1.6 The contribution of modern technologies to the protection of archaeological sites and monuments in an environment of intense climatic phenomena



Aims and objectives: In recent years, a new round of technological revolution led by digital technologies such as robotics, big data, Internet of Things, artificial intelligence, reverse engineering with 3D printing and scanning, virtual and augmented reality, are creating significant changes both in everyday life and in production and processing methods. These changes have huge implications for the global economy, industry and wider society as a whole. They could not leave the world of culture untouched. Their contribution to the protection of archaeological sites and monuments in an environment of intense climatic phenomena is very important and is rapidly evolving through the application of technological achievements. By presenting the scope of these technologies and focusing on their application in the protection of archaeological sites and monuments, the need for interconnection and integration of new technologies with archaeological sites and monuments is highlighted. Following the role of these emerging technologies, a novel practical approach will be presented that consists of risk assessment techniques and edge technologies such as Artificial Intelligence and the Internet of Things. The practical, holistic and easily adaptable methodology will reveal how intelligent agent technology can have a significant impact, improving the way in which first responders and monument managers, even visitors, react to and handle risky or emergency situations. A pilot case study will emphasize how monuments and human lives can be protected and saved. The aim is to understand how right prognosis along with smart decisions will help prevent potential damage to the Cultural and Natural heritage without human losses.

<https://reinherit-hub.eu/webinars/63c44517-442f-4c2f-b021-87ef2af9688c>

ReinHerit
Webinar: Contribution of modern technologies to the protection of archaeological sites & monuments

Industry 4.0 fields and Culture

- Robotics
- CAD/CAM/CAE
- 3D Scanning – Reverse Engineering
- 3D Printing
- Cloud and Big Data Technologies
- Artificial Intelligent
- Internet of Things (IoT)
- Virtual and Augmented Reality

ReinHerit
Webinar: Contribution of modern technologies to the protection of archaeological sites & monuments

A Museum case

Hall 1

Contents: Technology | Conservation - Preservation: Artificial Intelligence, Internet of Things, Intelligent Agents, Industry 4.0

Speakers: Prof. **Apostolos Tsagaris** (International Hellenic University of Thessaloniki) and Dr. **Kalliopi Kravari** (Aristotle University of Thessaloniki) | Hellenic Committee of the Blue Shield, Greece

Learning material:

- **Slides:** <https://ucarecdn.com/7965c232-861e-49ca-9af0-0b409be91bf6/>
- **Video:** <https://youtu.be/NkrEr0awzbM>

References:

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4.1.7. Video games in the service of CH institutions: the case of the ReInHerit Museum Management Game



Aims and objectives: An exciting exploration of the fusion between modern technology and cultural heritage as we delve into the world of video games! In this webinar, we'll take you on a captivating journey through the innovative use of video games within cultural heritage institutions. Discover how video games are becoming powerful tools to engage and educate audiences about cultural heritage, learn about the process behind our implementation of the ReInHerit Museum Management game that utilizes many technologies such as Artificial Intelligence, Game Engines, 3D modeling and reconstruction and see how we make this process more accessible to institutions that are interested in doing something similar. By following this webinar you can discover the potential of video games in educating and promoting cultural heritage.

<https://reinherit-hub.eu/webinars/4b9014c2-7477-446f-a0ff-c12267993755>

Webinar: Video games in the service of CH institutions: the case of the ReInHerit Museum Management

ReInHerit: A Journey through Museum Management


Project Management

- A Museum creation and management game
- The goal is to get a high score (reviews) from the visitors
- Improve the museum with the help of funding and donations.
- Hire and manage employees to keep the establishment clean and to deal with trouble makers.

<https://reinherit-hub.eu/game/>

- We allow players to take multiple **roles in phases**
 - Architect (Build)
 - Curator
 - Conservator
 - Archivist

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Webinar: Video games in the service of CH institutions: the case of the ReInHerit Museum Management

Our “Deliverables”

For us, this is part of the Innovation Contributions of the ReInHerit project

- **The process**
 - Documentation of the Game Development Process
 - Blog Posts on Digital Hub
 - Game Design Documents (GDDs)
 - 10-page
 - Full GDD
 - Future Directions
- **The Game**
 - Museum Management Game
 - Runnable on the Hub - <https://reinherit-hub.eu/game/>
- **Game Project, Assets, & Tools**
 - Source Code
 - 3D Models
 - Images
 - AI Tools (Mod/Creation Tools)

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Presenting and tools for museums interested in building Video Games

Contents: Technology | Game Development, Game Design, Serious Games, Generative AI, History of video games, photogrammetry, strategy games, unity, machine learning, generative AI, intelligent agents, museum management, software engineering, History of Video Games

Webinar Speaker: Dr. Panayiotis Charalambous (Research Assistant Professor at CYENS)

Learning material:

- **Slides:** <https://ucarecdn.com/d4204583-831e-48c5-8e18-1f39ba01fb2e/>
- **Video:** <https://youtu.be/JYWmDkXDFEQ>

References:

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4.2 Management

ReInHerit's *Management* webinars focus on the following themes: IPR Intellectual Property Rights, Co-creation and Prototyping in Museums, Inclusive and Green Museums, Sustainability and Cultural Heritage.

Webinar references include links to web resources. Where suitable, links to the "Web Internet Archive" have been added to ensure that the material remains accessible even if the original addresses become broken or unavailable in the future.

4.2.1 IP Management for Museums and Cultural Heritage Institutions



Aims and objectives: The operation of museums involves the management of their collections and other assets, which set a number of intellectual property (IP) issues. The seminar will focus on issues pertaining to IP Management and in particular on how museums can be assisted to set up processes to identify, organize, own, create value, license, disseminate and generally deal with and leverage 'business' opportunities in relation to content. That means a) effectively protecting their IP assets, b) preventing the infringement of third-party IP rights, and c) disseminating content as they see appropriate.

<https://reinherit-hub.eu/webinars/bb68c4ff-2180-4699-9bed-e4f15a3f5efa>

Webinar - IP Management for Museums and Cultural Heritage Institutions

IP MANAGEMENT

- IP management can only be regarded as part of a Museum's general management plan.
- IP management needs to relate to the Museum's missions and goals.
- Usually, Museums are non-profit agencies that need to abide with the rules of the State (especially public museums). This should be taken into account.
- Having made a profit or not is not a criterion for measurement of success, efficiency or effectiveness (however, if ticket and fund raising are at issue, income is also a measurement)
- Still IP management allows a Museum to make the best out of its tangible and intangible assets and pursue its goals more effectively.

Webinar - IP Management for Museums and Cultural Heritage Institutions

INA NUTSHELL...

IP Management helps museums to set up processes to identify, organize, own, create value, license, disseminate and generally deal with and leverage 'business' opportunities in relation to content.

Contents: Management | IP Management for Museums - IP Management, intellectual property, copyright and related rights, industrial property, trademarks, designs, patents, databases, trade secrets, ideas, authorship, ownership, joint works, open access

Webinar Speaker: Prof. Irini Stamatoudi (University of Nicosia, Cyprus, specialised in IP and in Cultural Heritage Law)

Learning material:

- Slide: <https://ucarecdn.com/5918013c-2a25-4cb4-a295-dfa02247d16a/>
- Video: <https://youtu.be/htFrPbibKLA>

References:

- Elster Pantalony R., (2013) “Managing Intellectual Property for Museums Guide”.
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4.2.2 How to manage museums sustainably?



Aims and objectives: Aligned with the idea of proposing a sustainable model of heritage management, as established in the ReInHerit project, the purpose of this webinar is to provide guidance and tips on basic principles of sustainability for professionals working in museums and cultural heritage sites. This webinar will clarify ideas on the concepts of museum and sustainability, leading to a better understanding of the role of the 21st-century museum and its challenges and opportunities to create more public value in the context of social and environmental sustainability. Through effective guidelines and recommendations, the webinar will help to encourage cultural heritage professionals to implement sustainable practices in their daily museum management.

<https://reinherit-hub.eu/webinars/36f36ae3-523c-42d0-a668-d5d3997f5699>

Contents: Management | Sustainability and Cultural Heritage - ReInHerit, sustainability, sustainable development, sustainable museums, agenda 2030, 17 SDGs, cultural heritage, social sustainability, economic sustainability, environmental sustainability, green finance, green marketing, ICOM, museum definition, museum transformation, sustainable strategy, climate change, climate empowerment, ISO standards, museum partnerships, fair trade, equal opportunities, non-discrimination, diversity, inclusion, decolonizing museums, crowd-curated exhibitions, sustainable conservation, museum digitalization, public programming, sustainable communication, museum audiences, accessibility.

Webinar Speaker: Dr. Jaime López (co-founder and managing director of "Arte Sostenible", Barcelona, Spain)

Learning material:

- **Slide:** <https://ucarecdn.com/ba7de192-8dd8-4efe-a8b0-149dab18a5e1/>
- **Video:** <https://youtu.be/99Bxy7hvGUQ>

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Links:

- [Accessibility at The Met - Internet Archive Link](#)
- [Certification of business sustainability and contribution to the SDGs - Internet Archive Link](#)
- [Click! A Crowd-Curated Exhibition - Internet Archive Link](#)
- [Decolonising Museums - Buxton Museum and Art Gallery - Internet Archive Link](#)
- [MUSE, a sustainable Science Museum in Trento - Internet Archive Link](#)
- [Museum Definition ICOM](#)
- [Museums top tips guide - Internet Archive Link](#)
- [Museums, art and sustainability - How can our heritage be conserved while respecting the environment? - Internet Archive Link](#)
- [ReInHerit Exhibitions -](#)
- [Sustainability and cultural heritage - Internet Archive Link](#)
- [Sustainability and Quality of Life- Internet Archive Link](#)
- [Sustainability and Social Responsibility- Internet Archive Link](#)
- [The 5Ps of the SDGs: People, Planet, Prosperity, Peace and Partnership - Internet Archive Link](#)
- [The European Green Deal - Striving to be the first climate-neutral continent - Internet Archive Link](#)
- [Toolkit on Environmental Sustainability in the Museum Practice - Internet Archive Link](#)

4.2.3 A Sustainable Cultural Heritage Management plan for Museums



Aims and objectives: Cultural Heritage Management is the main vehicle for helping museums to face challenges, secure sustainable competitiveness, be resilient to climate change, natural hazards and pandemic risks, and redefine themselves in a constantly changing world. This webinar contributes to the understanding of how to establish a state-of-the-art management plan for museums, which takes into account the latest developments in the field. It aims to offer clear and concise information on the cultural heritage sector needs, challenges, bottlenecks and opportunities, and bring forward the main issues and principles that need to be taken into account during the drafting procedure of a Cultural Heritage Management plan.

<https://reinherit-hub.eu/webinars/1116e924-89c8-4990-82ee-29cdb31de599>

Webinar: A Sustainable Cultural Heritage Management plan for Museums

What are the main steps for a successful CHM plan?

Understanding current needs, challenges and opportunities is the basis for an effective CHM plan.

In the context of the ReInHerit project we mapped the current *status quo* of the CH sector in Europe in order to provide an overview of the current needs, challenges and opportunities.

 Secondary research


 Primary research



Webinar: A Sustainable Cultural Heritage Management plan for Museums

Need to redefine the relationship between museums and their various audiences

Museums are facing adversities in sustaining and inspiring actual audiences as well as in attracting potential audiences. Technological achievements and the recent crises changed audience behavior, and this change requires new policies that meet these needs. CH professionals are facing difficulties in reaching specific target groups, such as **young people, locals, and tourists**, making CH relevant to them.



Contents: Management | Sustainability and Cultural Heritage: Cultural Heritage Management (CHM), Sustainability, Cultural Heritage, Cultural Heritage Management Plan (CHM Plan), Needs and Challenges, Audience development, Local communities' engagement.

Webinar Speaker: Dr. **Konstantinos Roussos** (Research Assistant, School of Law of the University of Nicosia, Cyprus)

Learning material:

- Slide: <https://ucarecdn.com/36160fd0-10c1-440d-815b-37390357e35e/>
- Video: https://youtu.be/aT8jx_-My2k

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4.2.4 Collaboration in digital heritage: networks, resources, and digital strategies development



Aims and objectives: This webinar reflects on the challenges for museums in developing sustainable digital strategies, reflecting on the experiences of the pandemic, and the recommendation for digital heritage of the EU. In doing so, it will present an overview of (mainly) European resources to support these efforts. In particular, previous EU projects and other international portals aiming to contribute to museums' digital transformation will be presented - and the infrastructures and policies of the EU in relation to digital heritage will also be introduced. Within this context, the webinar will then discuss the resources being presented on the ReInHerit Digital Hub and their contribution.

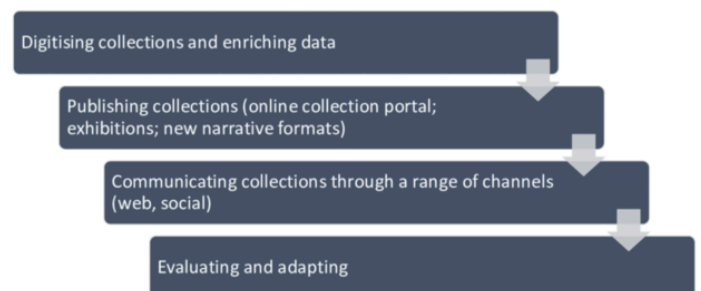
<https://reinherit-hub.eu/webinars/85e0acf5-9431-43af-8df3-ecb2bce7e2e4>



Why a digital strategy?

- To have a strategic plan, informing any digital activity
- To set guidelines and objectives for a sustainable digital practice
- To digitise the collections according to common standards
- To valorise the collections, promote exhibitions and events
- To make the collections accessible to a broader audience and encourage engagement
- To effectively communicate online
- To set ways of measuring the success of online content and improving the online presence of the organisation

A comprehensive digital strategy



Contents: Management | Digital Hub – Digital Strategy; COVID-19 and museums; digitisation; online collections; digital engagement strategy; social media communication; European policies.

Webinar Speaker: Dr. Chiara Zuanni (assistant professor in Digital Museology in the Centre for Information Modelling at the University of Graz, Austria)

Learning material:

- **Slide:** <https://ucarecdn.com/b03e870c-a977-41ab-a70b-aaf2669d731c/>
- **Video:** https://youtu.be/5WSE7_cQYN0

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4.2.5 Co-creation of Travelling and Digital Exhibitions: a value based approach



Aims and objectives: What is the value of co-creative processes in the museum sector? How can museum-adequate exhibitions be created across locations and themes without the need to move original objects? What opportunities are opened up for museums through cooperation and engagement with different institutions?. The questions were explained and presented on the basis of the project exhibitions created as part of the ReinHerit project, the [Digital Exhibitions](#) and the [Digital Collection](#).

<https://reinherit-hub.eu/webinars/24b32c71-ec27-487d-b732-197142d1d451>

ReinHerit
Co-creating the Future
Digital Exhibitions

Webinar: Co-creation of Travelling and Digital Exhibitions: a value based approach

1 / premises 2 / outcome 3 / process 4 / challenges 5 / take aways 6 / additional value

overview

20.04.2022 22 / 41

ReinHerit
Co-creating the Future
Digital Exhibitions

Webinar: Co-creation of Travelling and Digital Exhibitions: a value based approach

1 / premises 2 / outcome 3 / process 4 / challenges 5 / take aways 6 / additional value

- > take more time to focus on process design from the beginning
- > introduce co-creation tools in advance
- > importance of prototyping
- > set personal meetings, especially at the beginning of the concept phase
- > implement and establish new technological approaches at the museum
- > engagement with only a few objects: let the object talk

20.04.2022 29 / 41

Contents: Management | Co-creation and collaborative working processes in museums and their value for the future – Co-creation – Digital Exhibitions, Co-curation, exhibitions, transformation, added value, collaboration, interdisciplinary, travelling exhibition, digital exhibition, interactive, small and medium sized museums, collection, modular, expandable, multi-perspective, knowledge exchange, shared responsibility, prototyping, flexible design, technical approaches, interactive tools, sustainable model.

Webinar Speakers: Dr. Sibylle Dienesch and Dr. Catalin Betz (Graz Museum, Graz, Austria)

Learning material:

- **Slide:** <https://ucarecdn.com/0a7202a5-19d7-4fb7-8d90-3dfb6d3622b8/>
- **Video:** https://youtu.be/MWJGk_jCu2Q

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4.2.6 Co-creation and prototyping in museums: Concepts and practical examples



Aims and objectives: Ever wondered what co-creation actually means and how it can be applied in a museum context? Have you heard of prototyping in museums? Nowadays museums are increasingly seen as places of experience and dialogue. They are multi-voiced, story-oriented, open for provocation and reflection. To stay relevant and engaging museums need to innovate and have a visitor-centred approach. Developing new services and products that appeal to your visitors is vital to retain and increase visitor volumes, whilst enabling a meaningful experience. Oftentimes, though, a lack of resources is a hindrance. Development work is regarded as expensive but, is it really? This is where co-creation comes into the picture. In an environment of change and reflection co-creation is an apt, and surprisingly affordable tool to use when developing new museum products and services. The aim of this webinar is to delve into how co-creation can be used in developing permanent and temporary exhibitions. A particular focus will be on the usefulness of prototyping as a vital part of the co-creation process. Why is it useful to prototype? What do museums gain from engaging in prototyping? What do you need to start prototyping? Concept and Experience Designer Ines Montalvao will provide answers to these questions and tell us stories about co-creation processes she has been working on in museums around the world. Webinar co-facilitator Susanne Ådahl, Researcher in the ReInHerit project based at Arcada University of Applied Sciences will engage in a dialogue with Ines to deepen these important questions of museum development work.

<https://reinherit-hub.eu/webinars/8bbde632-3c0e-446a-8d9a-8ce487642c93>

<p>ReInHerit Webinar: Co-creation and prototyping in museums: Concepts and practical examples</p>  <h3 style="text-align: center;">WHY DOING TOGETHER?</h3> <ul style="list-style-type: none">- To challenge your Assumptions- To understand People and Context- To evoke Emotions  <p>"The moment a visitor walks into the space of my installation, he or she is already involved and enters a world of memory, feelings, relationships – everything that makes a person a human being." Chiharu Shiota</p>	<p>ReInHerit Webinar: Co-creation and prototyping in museums: Concepts and practical examples</p>  <h3 style="text-align: center;">CO-CREATION & PROTOTYPING WITH WHOM?</h3>  <p>"Traditionally, museum professionals have failed to recognize that visitors create their own museum experience" Falk & Dierking</p> <p>"The artefacts are clearly tangible; it s the emotions they evoke which are intangible. Experience, therefore, is the intangible characteristic of the museum" Fiona McLean</p>
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Contents: Management | Co-creation and collaborative working processes in museums and their value for the future – Co-creation – Digital Exhibitions, Origin and definition of co-creation, Different levels of doing co-creation, Doing together – why and how, Creating participation – why and how, Prototyping – with whom?, Types of museum visitors and how to engage them, Improving museum practice – practical examples

Webinar Speakers: Dr. Susanne Ådahl and Dr. Ines Montalvao (Arcada University of Applied Sciences, Finland)

Learning material:

- Slide: <https://ucarecdn.com/271a1e6a-f4e8-4c82-9450-368c84af8bba/>
- Video: <https://youtu.be/VJfPAwszSA>

References:

Blogs

- Alliance blog, "[Designing for Engagement: Five Steps for Co-Creating Exhibits and Programs with Your Communities](#)" [Internet Archive Link](#)
- Handbook, "Co-creating Community Projects. An introductory guide", Share Museums East [Internet Archive Link](#)
- Museum Two blog, "[A radical, Simple Formula for Pop-Up Museums](#)" [Internet Archive Link](#)

Books/reports/articles/video

- Barnes, P., Mcpherson G., (2019). "[Co-Creating, Co-producing and Connecting: Museum Practice Today, Curator](#)" – The Museum Journal 62(2):257-267.
- "[Co-Creation in Practice](#)". Literature Summary, Fall 2017, Exploratorium - [Internet Archive Link](#)
- Simon N., (2010). "[The Participatory Museum](#)". Chapter 4: Social Objects - [Internet Archive Link](#)
- Mazzanti P. ed. "[Emotions and Learning in Museums](#)" (2021). NEMO - The Network of European Museum Organisations.
- [Museumnext article](#), "[Why do stories matter to museums and how can museums become better storytellers?](#)" January 2023 [Internet Archive Link](#)
- The Pop-up museum prototype <https://www.youtube.com/watch?v=B289iqktZ6s>

Organisations

- <https://www.museumexpert.org/>
- <https://museomix.org>

4.2.7 Museum strategy for people with visual or hearing impairments: *In Touch with the Cycladic Civilization, a case study by the Museum of Cycladic Art*



Aims and objectives: This webinar aims at presenting the main strategy for inclusion and accessibility to museum collections for the hearing and visually impaired. Following the museum's participation in European research programmes and the close collaboration of the department of Educational and Community programmes with associations of people with hearing and visual impairments, the museum has designed and implemented an inclusive strategy which is dynamic and constantly updated to cater to new research and audience needs. The webinar focuses on the case study of the programme "In touch with the Cycladic Civilisation" with examples of inclusive strategies, the development of a mobile showcase for a tactile experience of museum exhibits for the visually impaired as well as sign language use in the museum context.

<https://reinherit-hub.eu/webinars/28df2950-0542-4b38-bb5d-d0a0ce525454>



Webinar: Museum strategy for people with visual or hearing impairments



Webinar: Museum strategy for people with visual or hearing impairments

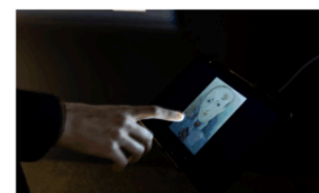
Museums are committed to expand the scope of their community engagement by creating series of educational activities inside and outside the Museum targeted to vulnerable social groups. Museums have to respond to the social demands for equal access to cultural goods and make efforts to be accessible and inclusive for all.

Over the last 10 years the Museum of Cycladic Art focused on finding ways to address and support visitors with sensory disabilities. Inclusive educational activities were developed and implemented by the Museum for children and adults with visual impairment and children and adults who are deaf and hard of hearing.

In this way the Museum managed to increase accessibility and available programs which supported inclusion.



Rethinking Identities
A tactile and acoustic experience



Contents: Management | Co-creation and collaborative working processes in museums and their value for the future – strategy for inclusion, community engagement, vulnerable social groups, inclusion, equal access, multisensory museum kit, awareness programmes, embroidered maps, tactile experience, acoustic experience, accessibility, sign language, universal design, principle of museum accessibility, mobile showcase, copies, tactile and acoustic experience, texts in Braille, equal access to museums, inclusion, accessibility

Webinar Speakers: Dr. **Nefeli Bantela** and Dr. **Eleni Markou** (Museum of Cycladic Art, Athens, Greece)

Learning material:

- Slide: <https://ucarecdn.com/59dd5f38-d5c1-4c9a-ab6a-14a0731fef0e/>
- Video: <https://youtu.be/7v7uQqmlsYk>

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- "[BaGMIV: Bridging the Gap between Museums and Individuals with Visual Impairments](#)" (Erasmus + Programme)
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- Braden, J.P. (2017). Best Practices in Assessing Those Who Are Deaf or Hard-of-Hearing. In: McCallum R. (eds) *Handbook of Nonverbal Assessment*. Springer, Cham
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- [ToMiMEUs: Towards a Multisensory and Inclusive Museum for Individuals with Sensory Disabilities](#) (2019-2021, Erasmus+ Programme)

4.2.8 Narration in the museum context: when objects narrate their unique stories



Aims and objectives: Narration and storytelling are central and powerful tools at the disposal of museums and cultural heritage institutions. Narration and storytelling can take different forms. The development and presentation of an exhibition, the design of an educational programme for children, guided tours and books all are based on narration and storytelling techniques. These techniques unfold the interesting story of different objects of a museum, revealing their origin and new context within the museum they are placed in.

This webinar aims at presenting the key uses of narration and storytelling in a museum context in relation to different museum activities, also featuring case studies and examples from the Museum of Cycladic Art in Athens, Greece.

<https://reinherit-hub.eu/news/f89efc59-4294-4ff1-86df-c9088a85b249>



Webinar: Narration in the museum context: when objects narrate their unique stories



Webinar: Narration in the museum context: when objects narrate their unique stories

Why stories matter?

Stories inspire people to act, donate, develop their vision and simply become better people.

At organization level, apart from increasing an organization's visibility, stories can make museums part of the local community, can increase visitor rates and at the same time profit.

An interesting example is that of The Santa Cruz Museum of Art and History (MAH) which uses art and history to build a strong community, putting stories centre stage. The Museum's mission statement makes this clear: 'we find, spark, preserve, and trade stories, ideas, and elements of creativity drawn from people across Santa Cruz County'.

Stories can ignite shared experiences and unexpected connections with audience driving audience and visitors' growth.

Immersive Questions

- In order to make visitors part of the narrative of the exhibition, Philomat questions were used in the intro and outro stations of the exhibitions, prompting visitors to reflect and share their own special stories.



Contents: Management |Storytelling Skills storytelling, narration, user-generated content, co creation, context, exhibitions, educational activities, stories, immersive questions

Webinar Speakers: Dr. **Nefeli Bantela** and Dr. **Eleni Markou** (Museum of Cycladic Art, Athens, Greece)

Learning material:

- **Slide:** <https://ucarecdn.com/d7adb38c-6e55-4828-8979-96d0d209dea5/>
- **Video:** https://www.youtube.com/watch?v=8f_J1sAlizQ

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4.2.9 Compassion is a Rebellious Act



Aims and objectives: Compassion can be defined as the ability to see the other person's needs, suffering, and joy, and act upon it. We know from research that compassion contributes to an organisation's financial resilience and retention of customers and staff after cutbacks. Compassion feeds creativity, learning and well-being, which in turn contributes to a sustainable competitive advantage. An organization that encourages acts of compassion has a positive impact on innovation, collaboration, retention of staff and customers and willingness to change. Still, we know that acts of compassion are rare. In this webinar we will talk about the myths that prevent us from acting compassionately and share stories from our work and research that show how, in fact, it is difficult and even rebellious to act compassionately because it often requires that norms or conventions are broken. At its core, compassion is the ability to empathize with the suffering and struggles of others, coupled with a genuine desire to alleviate their pain. Ultimately, compassion is a rebellious act because it challenges the dominant paradigms and invites us to envision a more just world. It is a call to action, urging us to step outside the confines of societal expectations and prioritize the well-being of others.

<https://reinherit-hub.eu/webinars/7982ca67-54fa-4c84-9cf2-c1b6e874e9e5>

ReinHerit
Webinar: Compassion is a Rebellious Act

ARCADA

Myths about compassion

1. It makes me look weak
2. It is something you either have or you don't have
3. It creates injustice
4. We don't need compassion because we have rules

ReinHerit
Webinar: Compassion is a Rebellious Act

ARCADA

We need to break the myths

Contents: Management | Organization studies | Definition of Compassion | Myths of Compassion | Compassion in Organizations | Teaching Compassion | Five Stories of Compassion

Webinar Speakers: Dr. **Henrika Franck** and Dr. **Jan Nâls** (Arcada University of Applied Sciences, Finland)

Learning material:

- Slide: <https://ucarecdn.com/8d8ed4c2-0096-44dc-a374-641e75f7b975/>
- Video: <https://youtu.be/0Jh5iFaltsY>

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4.2.10 How to make your museum 'green'



Aims and objectives: The aim of this webinar is to highlight the need for the cultural heritage sector to deal with important issues that are related to climate and environmental concerns. The speakers will present innovative sustainability and climate action practices that can be integrated into various aspects of museums, other cultural institutions and sites sustainability planning. The discussion examines and tries to explain the concept of 'energy efficient', 'sustainable' or 'green' museums. The aim is to assist professionals in the challenge they face in their climate action. Adapting a Green strategy will strengthen the quality of the environmental assessment procedure, align that procedure with the principles of smart regulation, and enhance coherence and synergies with EU legislation and policies.

<https://reinherit-hub.eu/webinars/165e0879-3068-481c-964b-4870393f2deb>

Contents: Management | Green Museums | Climate Change | EU Policies and Strategies | Museums and Environmental Challenges

Webinar Speakers: Dr. **Ioanna Hadjicosti** and Dr. **Marios Valiantis** (Bank of Cyprus Cultural Foundation, Cyprus)

Learning material:

- **Slide:** <https://ucarecdn.com/78de218c-cae6-4c00-b207-1c4bc7b0bc5f/>
- **Video:** <https://youtu.be/DSbOF4PBoDU>

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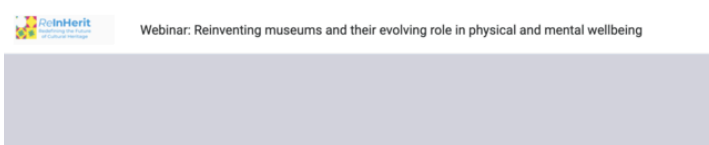
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4.2.11 Re-inventing museums and their evolving role in physical and mental wellbeing



Aims and objectives: The webinar examines the potential of reinventing museums through the role they can have in physical and mental wellbeing. The prevalence of mental and physical chronic diseases is increasing globally. In addition, the changing demographics towards an aging population pose a challenge to health care systems since aging is associated with a decrease in physical and mental capacity and an increased risk of developing disease. Museums may be integrated into the lifestyle of patients suffering from chronic conditions due to their value in offering non-pharmacological therapeutic methods to improve the patient's experience with disease. The interactive environment of museums may have positive health outcomes not only for patients with chronic diseases but also for improving the physical and mental wellbeing of elderly and younger populations. This webinar explores recent literature investigating the effects of art-based museum interventions on (a) patients with chronic diagnoses associated with mental health and/or physical impairment such as dementia, drug addiction and cancer, (b) hospitalised patients and (b) the wellbeing of young and elderly populations. During the webinar recent studies will be discussed which provide evidence that museum art-based interventions may be integrated as part of the non-pharmacological management of patients suffering from chronic disorders and hospitalised patients as well as for improving the wellbeing of younger and elderly populations.

<https://reinherit-hub.eu/webinars/30d5f741-aea9-4f21-a832-1c4fe5e33fd2>



Introduction

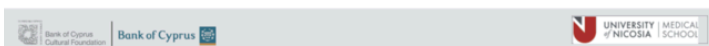
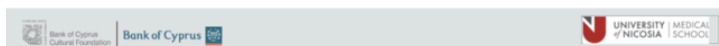
An evolving role for museums?

- The International Council of Museums' resolution (ICOM 2019) highlights the contribution of museums to sustainable development;
- Museums should tackle diverse and challenging areas such as populism and ageing societies focusing on themes like inclusion, health and wellbeing



Aim of Literature Review

- To explore primary studies that have investigated the impact of museums and art-based interventions on:
 - The management of patients suffering from chronic diseases
 - The physical and mental wellbeing of young and elderly populations



Contents: Museums | Art-therapy| Non-pharmacological disease management|chronic disease|physical and mental wellbeing| Elderly.

Webinar Speakers: Dr. Ioanna Hadjicosti and Dr. Constantina Constantinou (Bank of Cyprus Cultural Foundation, Cyprus)

Learning material:

- Slide: <https://reinherit-hub.eu/webinars/30d5f741-aea9-4f21-a832-1c4fe5e33fd2>
- Video: <https://youtu.be/WNrGNBdmTCg>

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4.3 Tourism

ReInHerit's *Tourism* webinars focus on the following themes: Cultural Tourism, Smart Tourism, Smart Destinations, Sustainable Cultural Tourism.

Webinar references include links to web resources. Where suitable, links to the "Web Internet Archive" have been added to ensure that the material remains accessible even if the original addresses become broken or unavailable in the future.

4.3.1 A Charter for Sustainable Cultural Tourism development, management and promotion in Europe, latest developments, and prospects



Aims and objectives: The Webinar presents and discusses the 'ECTN Charter for Sustainable Cultural Tourism', a statement of principles on policies and strategies guiding the development, planning, management, operations and promotion of cultural and heritage tourism in the EU and beyond, for the benefit of tourist destinations, host communities, cultural heritage bodies, businesses and visitors. The purpose of this Charter is to bring together in a single, comprehensive and integrated document the main principles, features, findings, initiatives, conclusions and recommendations, regarding the development, management and promotion of cultural heritage tourism. The overall aim is to encourage sustainable and responsible tourism policies and actions across Europe and beyond, through engaging culture and heritage with innovation and cohesion. The Charter was first launched in 2014 and has been revised as the ECTN contribution for the European Year of Cultural Heritage 2018. There is a major revision planned with several enhancements, starting in 2023 to be concluded in 2024 (10 years anniversary). This Webinar will include an introduction to cultural heritage tourism principles and practice, as well as latest relevant latest developments, such as the 'ICOMOS International Charter for Cultural Heritage Tourism: Reinforcing cultural heritage protection and community resilience through responsible and sustainable tourism management' and the EU 'Transition Pathway for Tourism'.

<https://reinherit-hub.eu/webinars/b85f55db-c231-44b2-8cf6-6912dd3b296b>

Cultural and Creative Tourism

What is cultural tourism?
Cultural tourism is sustainable tourism and a generator of cultural, economic and social development based on responsible tourism management of cultural heritage (tangible and intangible), artistic production and cultural and creative industries.

Cultural tourism is an articulator and enhancer of the creative economy, helping to generate opportunities for the local community based on its identity and through the configuration of cultural destinations, territories or tourist clusters with cultural identity.

and creative tourism?
Creative tourism was added to the concept of cultural tourism as "tourism that offers travelers the possibility of developing their creative potential by actively participating in courses or experiences characteristic of the place of their stay". It is a tourist modality focused on creativity that implies the participation and interactivity of the tourist who usually wants to not even be a tourist, wants to be a traveler or feel like a local. This type of tourist develops their creative potential through learning, creating or displaying their talent through the format of unique tourist experiences.

Charter

A Statement of principles on policies and strategies

which guide the development, planning, management, operations and promotion of cultural and heritage tourism in the European Union and beyond

for the benefit of destinations, communities, businesses, citizens and visitors

Contents: Tourism | Cultural Tourism – Introduction to ECTN, European Year of Cultural Heritage 2018, Definitions, Benefits of Cultural Tourism, Sustainable Development Goals (SDGs) and Tourism, Global Sustainable Tourism Charter, ECTN Charter for Sustainable Cultural Tourism, Legacy of European Year of Cultural Heritage 2018, ICOMOS Charter for Cultural Heritage Tourism 2022 Update, Transition Pathway for Tourism 2022-2030, Priorities for Cultural Tourism, Updating of ECTN Charter

Webinar Speakers: Dr. Manos Vougioukas and Dr. Jordi Tresserras Juan (European Cultural Tourism Network - ECTN)

Learning material:

- **Slide:** <https://ucarecdn.com/88ecaddf-2a8e-415c-8efc-d7a3bcfbd707/>
- **Video:** <https://youtu.be/URjdojWzJoY>

References:

- Charter for Sustainable Cultural Tourism, European Cultural Tourism Network (ECTN), European Year of Cultural Heritage, 2018.
- Europe Day Manifesto 'Cultural Heritage: a powerful catalyst for the future of Europe', Europa Nostra/European Heritage Alliance, 2020
- European Tourism Manifesto for Growth & Jobs, European Travel Commission, Brussels, 2015
- ICOMOS International Charter for Cultural Heritage Tourism (2022): Reinforcing cultural heritage protection and community resilience through responsible and sustainable tourism management, 2022.
- Istanbul Declaration on Tourism and Culture: For the Benefit of All, UNWTO, 2018
- Muscat Declaration on Tourism and Culture: Fostering Sustainable Development, UNWTO, 2017.
- Policy Document for the Integration of a Sustainable Development Perspective into the Processes of the World Heritage Convention as adopted by the General Assembly of States Parties to the World Heritage Convention at its 20th session, UNESCO, 2015.
- Siem Reap Declaration on Tourism and Culture – Building a New Partnership Model, UNWTO, 2015
- Sustainable Cultural Tourism, Report of the Open Method of Coordination (OMC) Working Group of Member States' Experts, European Commission, DG Education & Culture, 2019.
- Transition Pathway for Tourism, European Commission, Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs, 2022.
- World Charter for Sustainable Tourism +20, Basque Country, 2015.

4.3.2 Smart Tourism - Smart Destinations: Cultural Heritage, Digitalisation and Sustainability aspects



Aims and objectives: The Webinar presents and discusses the latest concepts and initiatives on Smart Tourism and Smart Destinations, in relation to cultural heritage, digitalisation and sustainability. In particular, the ‘Smart Tourism’ framework of the European Commission - Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs (DG GROW) will be presented as well as the ‘Smart Destinations’ initiative of the United Nations World Tourism Organisation (UNWTO). Smart tourism as defined by the EC responds to new challenges and demands in a fast-changing sector, including the evolution of digital tools, products, and services; equal opportunity and access for all visitors; sustainable development of the local area; and support to creative industries, local talent and heritage. Smart Tourism is thus closely related to cultural heritage with digitalisation in sustainable cultural tourism development and promotion. The new ‘European Capital of Smart Tourism Award’ since 2019 has components of ‘Sustainability, Accessibility, Digitalisation, Cultural Heritage and Creativity’. Cultural Heritage aspects are about protecting and capitalising on the cultural heritage, as well as local potential and its creative assets. A smart destination according to UNWTO is one with a strategy for technology, innovation, sustainability, accessibility, and inclusivity, along the entire tourism cycle: before, during and after the trip. The pillars that comprise a smart destination thus include sustainability, innovation, and technology, which are closely related to the scope of the ‘ReInHerit’ Horizon2020 Coordination and Support Action (CSA).

<https://reinherit-hub.eu/webinars/05055bcf-561e-48da-b0b5-3b1dc8fc5893>

Webinar: Smart Tourism – Smart Destinations: Cultural Heritage, Digitalisation and Sustainability

Relevance to ReInHerit Horizon2020 CSA

- Cooperation, Communication and Innovation Exchange between Museums and Heritage Sites
- Cultural Heritage (tangible and intangible) presentation to Citizens and Tourists
- Sustainable Cultural Heritage Management
- Networking of Cultural Heritage Professionals, Innovation and Tech Experts, Museums, European Heritage Label sites
- Digital Cultural Heritage Ecosystem – Digital Hub for all Stakeholders (Museums, Heritage Sites, Policy makers, Professionals and Communities, including Tourist DMOs)
- Tools and Resources including Tourism, as well as Training, Conservation, Preservation, Visitor Experiences
- Smart Tourism Apps – Policy Guidelines

Logos: EUROPEAN CAPITAL OF SMART TOURISM, ReInHerit, Tourism for SDGs Platform

Webinar: Smart Tourism – Smart Destinations: Cultural Heritage, Digitalisation and Sustainability

Smart Destinations UNWTO initiative

The ‘Smart Destinations’ initiative of UNWTO is closely related to the next generation of sustainable **cultural tourism** development, management and promotion.

A **smart destination** is one with a strategy for technology, innovation, sustainability, accessibility and inclusivity along the entire tourism cycle: **before, during and after the trip**.

A smart destination is also one with residents as well as tourists in mind, factoring multilingualism, **cultural** idiosyncrasies and seasonality into tourism planning.

Logos: UNWTO, 1st UNWTO Global Conference on Smart Destinations, 2nd UNWTO World Conference on Smart Destinations, Smart Destinations

Contents: Tourism | Smart Tourism Destination – Smart Tourism & Smart Destinations, Relevance to ReInHerit, European Capital of Smart Tourism EU initiative, Definitions, Pafos 2023 European Capital of Smart Tourism, UNWTO Smart Destinations initiative, Transition Pathway for Tourism, Sustainable Development Goals (SDGs) and Tourism, Synergies for post-pandemic recovery of Sustainable Cultural Tourism.

Webinar Speakers: Dr. Manos Vougioukas and Dr. Nasos Hadjigeorgiou (European Cultural Tourism Network - ECTN)

Learning material:

- **Slide:** <https://ucarecdn.com/0413049d-e030-40b1-bd89-6d6878d9723c/>
- **Video:** <https://youtu.be/OrzhLa2nV-8>

References:

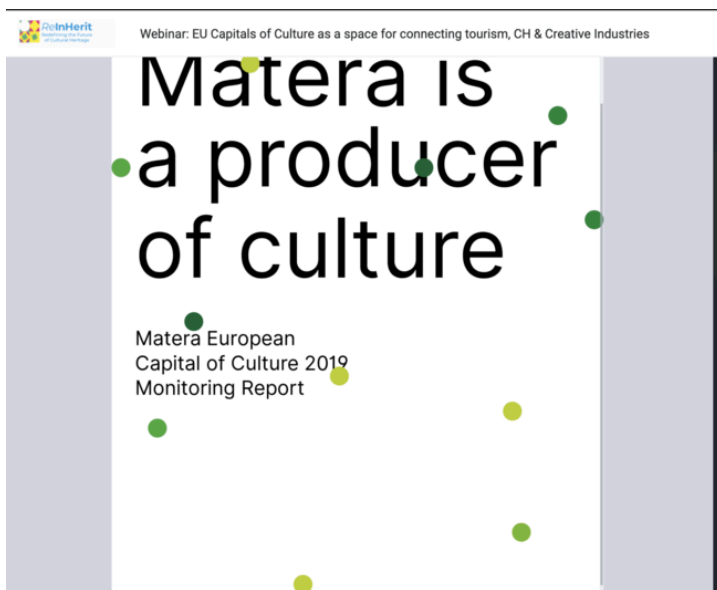
- 1st UNWTO World Conference on Smart Destinations Murcia, Outcome Document, (2017).
- Compendium of Best Practices '2019 & 2020 European Capital of Smart Tourism competition, (2020).
- EU guide on data for tourism destinations, (2022).
- Europe Day Manifesto 'Cultural Heritage: a powerful catalyst for the future of Europe', Europe Nostra/European Heritage Alliance, (2020).
- European Capital of Smart Tourism, Initiative of the European Union, Guide for Applicants, (2022).
- Leading Examples of Smart Tourism Practices in Europe from the 2023 European Capital of Smart Tourism competition, (2023).
- Tourism and the Sustainable Development Goals – Journey to 2030, World Tourism Organization (UNWTO) and United Nations Development Programme (UNDP), (2017).
- Transition Pathway for Tourism, European Commission, Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs, (2022).
- UNWTO Inclusive Recovery Guide Sociocultural Impacts of COVID-19 Issue 2: Cultural Tourism, (2021).

4.3.2 European Capitals of Culture as a space for connecting tourism, cultural heritage and creative industries



Aims and objectives: the title of European Capital of Culture has become, in the last decade, a unique opportunity for small and medium size cities to valorise their cultural activities, their cultural heritage and local creative scenes by also boosting tourism, placing them on the European map of destinations. More and more, over the years, the cities bidding for the title are reflecting not only on their cultural strategies and offers but also how new forms of tourism could be linked to them to be more sustainable, respectful of the local heritage and local communities, allowing the visitors to fully experience local life and locals not to suffer gentrification processes and huge changes in their daily habits. The role of creative industries as promoter of innovation, fully in line with the concepts of the New European Bauhaus, has become more and more central in the bid books of the candidate cities and in the final programs of the selected one. The webinar will explore these connections and dimensions by comparing the experiences of three European Capitals of Culture from the past (Kosice 2013), the present (Matera 2019) and the future (Chemnitz 2025) all of them with important experiences in connecting tourism, cultural heritage and creative industries and potential examples for future cities.

<https://reinherit-hub.eu/webinars/cb4dcb8d-1a92-41a6-956c-38a219925e04>



Contents: Tourism | Cultural tourism, Creative Industries, cross-collaboration, creative tourism, creative experiences, cultural development, cultural routes, regional development, makers, maker tourism, placemaking, unconventional tourism.

Webinar Speakers: Dr. Paolo Montemurro (MATERAHUB), Dr. Rita Orlando, Dr. Michaela Podolakova, Dr. Josephine Hage.

Learning material:

- **Slides:** <https://ucarecdn.com/98cbd0c5-11b2-49ad-9063-90d14ef2d69e/>
- **Video** https://youtu.be/or_vME3_klQ

References:

- Abino, S., Duxbury, N., Pato Carvalho, C., (2021). [Creative Tourism: Activating Cultural Resources and Engaging Creative Travellers](#).
- [Chemnitz 2025](#) - [Internet Archive Link](#)
- [Creative Industry Košice](#) - [Internet Archive Link](#)
- [Game of TRACES](#) - [Internet Archive Link](#)
- [Matera 2019 - Let the data do the talking](#) - [Internet Archive Link](#)
- [Matera is a producer of culture - Monitoring report of Matera European Capital of Culture 2019](#) - [Internet Archive Link](#)
- [Passport for Matera 2019. An analysis of purchase and use behaviour](#) - [Internet Archive Link](#)
- [The economic impact of Matera 2019 European Capital of Culture. The 2014-2019 accomplishment, and the risks after 2020: The new challenges in Matera and Basilicata](#) - [Internet Archive Link](#)
- [Visit Košice](#) - [Internet Archive Link](#)
- [What do we mean by “Creative Tourism”?](#) - [Internet Archive Link](#)

5. Apps, Performances, Videogame and Exhibition Documentations and Components

This section presents components and documentations for the applications of the ReInHerit Toolkit, Videogame, Immersive Performances and Exhibitions.

5.1 Toolkit Apps Documentation

This section showcases the applications developed as part of the ReInHerit project, which aim to revolutionize the management and preservation of cultural heritage. These applications serve as powerful tools that leverage technology to enhance access, engagement, and sustainability in the cultural heritage sector.

By visiting the provided link, professionals will find comprehensive documentation for each application, providing insights into their purpose, functionalities, and user guides. This documentation serves as a valuable resource for professionals seeking to explore and utilize the ReInHerit applications effectively.

The applications within the ReInHerit Toolkit leverage cutting-edge technologies, such as AI, IoT, and mobile development to enable advanced functionalities and immersive experiences. They have been developed through a collaborative effort, incorporating expertise from the ReInHerit project partners and external stakeholders.

The ReInHerit applications represent a significant step towards leveraging technology for the benefit of cultural heritage. They empower professionals, institutions, and communities to embrace digital innovation and ensure the sustainable preservation and promotion of cultural heritage assets.

To access the documentation for these applications, visit the following link: [ReInHerit Applications](#).

A Summary of the Toolkit's AI-based applications is available at the following link: https://reinherit-hub.eu/pdfs/ReInHerit_Toolkit.pdf

5.2 Toolkit Components

This section provides a glossary and technical explanation of the components used in the applications developed within the ReInHerit project. The components serve as the building blocks for the innovative tools and solutions aimed at enhancing cultural heritage management.

The glossary includes comprehensive definitions and descriptions of each component, ensuring a clear understanding of their purpose and role within the ReInHerit applications. It serves as a valuable resource for professionals seeking to familiarize themselves with the technological aspects of the project.

Additionally, the technical explanation delves deeper into the functionalities and technical specifications of each component. It provides detailed insights into how these components contribute to the overall functionality and effectiveness of the ReInHerit applications.

By exploring the provided link, professionals can discover more information about the specific technological components employed within the ReInHerit project. The link directs you to a dedicated page on the ReInHerit website, where you can access comprehensive details about each component and its relevance to the project's objectives.

The technological components used in the ReInHerit applications play a crucial role in facilitating the digitization, preservation, and management of cultural heritage. They leverage advanced technologies and innovative approaches to empower professionals in the sector and enhance their capabilities in safeguarding and promoting cultural heritage assets.

To access more information about these components and their functionalities, visit the following link: [ReInHerit Components](#).

5.3 Performances Documentation

This section provides documentation of the first ReInHerit performance "The Hadjigeorgakis Kornesios Mansion" organized within the framework of ReInHerit H2020 on 29 October 2022 and documentation of the second ReInHerit performance, organized on May 19th, 2023, at the Bank of Cyprus Cultural Foundation (BoCCF) in Nicosia, Cyprus.

The material published on the Digital Hub available for professionals is collected here:

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- **Documentation of the first ReInHerit performance**
<https://reinherit-hub.eu/firstperfdoc/>
 - **Documentation of the second ReInHerit performance**
<https://reinherit-hub.eu/secondperfdoc/>
-

5.4 Videogame Documentation

The documentation of the ReInHerit Videogame developed by a team at CYENS with the support of the Bank of Cyprus Cultural Foundation (BOCCF) is available on the Digital Hub: <https://reinherit-hub.eu/gamedoc/5761ffde-e42d-4697-973a-353c16f32590>

5.5 Exhibitions Documentation

Technical documentation of the development, design, and features of the ReInHerit exhibitions. <https://reinherit-hub.eu/exhibdoc>

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- **Digital Formats** <https://reinherit-hub.eu/exhibdoc/digitalformats/>
 - **Travelling Exhibition** <https://reinherit-hub.eu/exhibdoc/travellingdoc/>
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6. “Museum Up” Podcasts



The 'Museums Up' podcast series is an engaging component of the ReInHerit project, which offers cultural heritage enthusiasts a further opportunity to explore into the world of museums and cultural heritage management through in-depth conversations with experts in the field. This podcast series is a smart tool that provides a direct and informal platform to explore various topics and issues related to the sector.

The podcast episodes feature interviews, discussions and insights from experts, creating an engaging experience for listeners. Through these conversations, participants gain valuable knowledge and perspectives on the latest trends, challenges and innovative approaches in museum and cultural heritage management. From discussions on digital transformation to sustainable practices, from audience engagement to conservation techniques, the podcast series covers a wide range of topics crucial to the sector.

With an informal and conversational style, the 'Museums Up' podcast series creates a digital space where cultural heritage enthusiasts can share their expertise and experience. Listeners can gain valuable insights, learn from experts in the cultural sector and discover innovative strategies to improve museum and heritage management practices.

To access the 'Museums Up' podcast series, visit the following link: [ReInHerit Podcasts](#).

6.1 Increasing the relevance of museums and Cultural Heritage Sites to attract younger audiences



Susanne Ådahl, PhD in Social Anthropology and professor at Arcada University in Helsinki, Finland discusses how we can use intangible heritage to attract young audiences to museums and Cultural Heritage Sites, an interesting question that may help us to better understand the growing relevance of museums in today's society.

Learning Material: <https://reinherit-hub.eu/news/249c7989-72b8-4c70-8258-4d5e40f5f65b>

6.2 Applications of Artificial Intelligence and Computer Vision to the cultural heritage domain



Professor **Marco Bertini**, from the University of Florence and director of the MICC in Italy, will explain how artificial intelligence and Computer Vision are used in the field of cultural heritage dissemination and to enhance museum experience, as well as the valuable contribution of the ReInHerit toolkit in this field.

Learning Material:

<https://reinherit-hub.eu/news/1ea570f5-6ec2-410e-b742-2738603bacf5>

6.3 (Co) Curating Traveling exhibitions



Sibylle Dienesch, vice director of the Graz Museum, will share her experience on (Co) Curating Traveling exhibitions. She will bring us new insights on museum cooperation, as she is currently curating one of ReInHerit's traveling / digital exhibitions on "conflict, conflict management and conflict resolution" together with the Bank of Cyprus Cultural Foundation and the Museum of Cycladic Art.

Learning Material:

<https://reinherit-hub.eu/news/33c0b031-dd3e-46d8-925d-e2739da5a9d0>

6.4 Pandemic and Museums



Chiara Zuanni, Assistant Professor of Digital Museology at the University of Graz (Austria), introduces new insights into the impact of the pandemic on museums. She will tell us what kind of digital solutions museums implemented during the pandemic and how they continue to apply them today.

Learning Material:

<https://reinherit-hub.eu/news/29ee737b-3ae8-4ebf-a669-e2d558d69cd2>

6.5 Cultural tourism



Manos Vougioukas, Secretary-General of the European Cultural Tourism Network (ECTN) and member of Europe Nostra, Interpret Europe and Europeana Network, talks about the challenges of the regeneration of cultural tourism after the pandemic. What sustainable cultural tourism means and how can museums and heritage sites develop and promote cultural tourism through cooperation.

Learning Material:

<https://reinherit-hub.eu/news/4f781094-ab18-4c4e-965a-7633287e270c>

6.6 Digital communication with audiences in museums



Giuliano Gaia, a pioneer in the field of digital communications for museums in Italy, and co-founder together with Stefania Boiano of the cultural company Invisible Studio, talks about how visitors can enrich their experience using digital technology in museums. He also explains how the importance of a human-centered design is crucial to create better technology experiences in museums.

Learning Material: <https://reinherit-hub.eu/news/68e03bd9-f7f5-45e7-ba48-dd0fe19997ec>

6.7 The digital toolbox for museums. The right tool for the right purpose



Dr. Sandro Debono, museum thinker, speaker & consultant specialised in museum change management, chats about the digital toolbox for museums, reflecting on how 21st-century museums should feature digital content.

Learning Material:

<https://reinherit-hub.eu/news/6fee3f37-9eca-42a9-a3ce-a40397bcf442>

6.8 Sustainability and the dynamic process of museums



Leena Paaskoski, Development Director at The Finnish Forest Museum Lusto, and Professor of Practise in Museology, at the University of Jyväskylä in Finland, shares her experience on Museums and social impact, with a focus on forest relationships and human-forest culture. Leena explains the meaning of being dynamic and active in an Earth crisis for a forest culture museum. She also brings us new insights into how museums can generate a more engaging narrative flow amidst a combination of museum elements.

Learning Material: <https://reinherit-hub.eu/news/8c433ac1-0dd1-4a9c-b06b-8d0bfa20c0f1>

6.9 Action for Climate Empowerment and museums



Dr. Jenny Newell, Curator for Climate Change at the Australian Museum's Climate Solutions Centre, aims to increase engagement in environmental stewardship through the medium of museums. Jenny will explain the meaning of the term ACE (Action for Climate Empowerment) adopted by the United Nations Framework Convention on Climate Change. She also gives practical tips on how museums can be environmentally sustainable and increase community involvement to address climate change

Learning Material: <https://reinherit-hub.eu/news/95a41a6b-9ff4-45e6-80eb-ab637d977bb8>

6.10 Museums and their social role as relevant institutions in people's lives



Marlen Mouliou, Assistant Professor of Museology and Coordinator of CIVIS Open Labs at National and Kapodistrian University of Athens, explains her project "The Museum Inside Me" and the benefits it generates for museum visitors. She will also give us some examples on how museums can be an effective medium for discussing significant and difficult social issues.

Learning Material: <https://reinherit-hub.eu/news/5a87e4cb-22ea-4dcb-8a15-effc2cd6ec2a>

6.11 Museums and New Accessibility



Dr Andrea Granell, Associate Professor at the University of Barcelona and expert in evaluation and accessibility in museums, explains what means for a museum to be "accessible". Including strategies to make museums inclusive spaces not only physically, but also in terms of communication and at a socio-cultural level.

Learning Material:

<https://reinherit-hub.eu/news/3d1a52b2-ba58-439d-846e-ea417ea95954>

6.12 Don't ask yourself what museums can do for you, ask yourself what YOU can do for museums



Dr Massimo Negri, a professional in the world of museology and industrial archaeology, member of the Board of the European Museum Academy Foundation and professor at the University of Padua, talks about audience participation in museums and how museums can involve local communities through their inclusion and representation in the projects they carry out.

Learning Material: <https://reinherit-hub.eu/news/35b06e3d-e4df-466e-ade3-5a42bdb0b430>

6.13 Gender and Sexuality Visitor Activism in Museums



Josh Adair, researcher and associate professor of English at Murray State University where he also serves as coordinator of Gender & Diversity Studies, talks about museums and social activism, especially in connection to discourses -and silences- on gender and sexuality.

Learning Material:

<https://reinherit-hub.eu/news/064d284e-2e07-4a2b-be4c-622666d7e42d>

6.14 The Role of Museums in Historic Memory



Dr. Susan E. Crane, Professor of Modern European History at the University of Arizona whose research focuses on collective memory, historical consciousness and historical photography, talks about these topics and gives advice for respectfully managing historic visual representation in museum exhibition projects.

Learning Material:

<https://reinherit-hub.eu/news/c0a63d4a-0c40-4864-9b9f-e6871ad64392>

6.15 Sounding the Anthropocene. How to address climate change in museums



Dr. Soren Brothers, respected ecologist and Shiff Curator of Climate Change at the Royal Ontario Museum in Toronto talks about this emerging new position in museums. He explains the term Anthropocene and why museums should embrace it.

Learning Material: <https://reinherit-hub.eu/news/2909b03b-8371-4a3f-b735-1ccafea74646>

6.16 The Importance of Community Curation in Museums and Galleries



Dianna Djokey, Learning Program Manager at the UK based visual arts organization Aspex Portsmouth, talks about the importance of collaborative curatorship in the cultural heritage sector.

Learning Material:

<https://reinherit-hub.eu/news/6a5b8d18-68e1-436d-b8f5-c771d470cd95>

6.17 Sustainable and ecology-driven management of cultural heritage institutions



Hicham Khalidi, contemporary art curator and Director of the Van Eyck Multiform Institute for Fine Art, Design, and Reflection in Maastricht, Netherlands, talks about how to implement actions committed to sustainability and ecology in the Jan van Eyck Academie NL, an institution that has an official climate commitment.

Learning Material:

<https://reinherit-hub.eu/news/3b8ca813-ccca-498f-b132-25c3447ec814>

6.18 Museums in motion



Laura Jiménez, Art Historian and Curator at Museo del traje (The Garment Museum) and Research Center of Ethnology Heritage in Madrid, Spain, enlightens us on the museum's purpose in preserving and showcasing cultural heritage through the lens of garments and textiles. Laura also shares the intriguing criteria and meticulous process behind accessioning objects at this museum.

Learning Material: <https://reinherit-hub.eu/news/b7e47b88-690a-4091-b991-d8cc1b825f5e>

6.19 The Advantages of Co-creation in Museum Exhibits and Programs



Tine Geunis, Head of the Education & Culture department at The Royal Museum for Central Africa in Belgium, discusses co-creation during educational activities and with participants: learners taking control of their learning.

Learning Material:

<https://reinherit-hub.eu/news/06e0022d-e7e2-4717-b8ae-8417de1955c6>

6.20 Beyond the Exhibit: Unlocking the Power of Museum Participation



Prof. Dr. Emilie Sitzia, Special Chair at the UvA: University of Amsterdam and an Associate Professor of Cultural Education at the Maastricht University - School of Business and Economics delves into the fascinating capacity of museums to immerse visitors into the exhibition experience, enhancing their learning and creating a deep connection to museum collections.

Learning Material: <https://reinherit-hub.eu/news/8782ac0c-2d3b-4391-b6c8-79741f59ad74>

6.21 Innovation and Digitization in Cultural Heritage



Dr. Martín López Nores, a Telecommunications Engineer from the Universidade De Vigo, Spain and a maestro in the realm of cutting-edge tech, will discuss how digitalization and innovation have transformed the preservation and accessibility of our precious cultural heritage. We'll also explore the challenges and ethical considerations that come along with this digital journey. And, don't miss it, we'll even chat about how AI systems like ChatGPT can play a role in this exciting field!

Learning Material:

<https://reinherit-hub.eu/news/00f22758-f4ad-4c62-b33b-f1cee0a58ef1>

6.22 Unveiling 'Mind Museums': How Disused Buildings are Reborn as Unique Museums



Francesca Lanz, Assistant Professor of Interior Architecture and visiting researcher at Newcastle University School of Arts and Cultures will chat with us about the transformation of existing spaces into museums, balancing preserving the building's character with modern museum requirements, and exploring the fascinating concept of 'mind museums'.

Learning Material:

<https://reinherit-hub.eu/news/a9dd5f8f-5f3c-415d-a448-923d29b7925d>

6.23 *The Transforming Museum: the importance of the museographic language*



Prof. **Erik Stengler**, Ph.D. in Astrophysics and Assistant Professor in Science Museum Studies at the State University of New York at Oneonta in Cooperstown will chat about the evolution of the museographic language, its role in crafting meaningful visitor experiences, and the challenges museums encounter in making this language universally accessible to a diverse, global audience.

Learning Material:

<https://reinherit-hub.eu/news/95f81bea-d33d-4faf-93c4-634ee67bc3c7>

6.24 *Emotional Museums*



Elisa Bruttini professor at the Siena University (Italy), and scientific director of the Musei Senesi Foundation, explains the role of emotions in designing museums: how emotions are a pre-condition for learning and how they facilitate emotional experiences and even aims to foster empathy in visitors.

Learning Material:

<https://reinherit-hub.eu/news/42cdfbed-ec4e-4274-be91-42421a42b836>

6.25 *Digital sustainability in museums*



Prof. **Conxa Rodà**, former head of strategy and digital innovation at the National Art Museum of Catalonia, and professor at the Universitat Oberta of Catalonia, will give us valuable guidelines on how to ensure the longevity of digital initiatives in museums, address key challenges in digital sustainability and mitigate the environmental impact of digital strategies through green measures in the cultural sector.

Learning Material:

<https://reinherit-hub.eu/news/7c2f4649-4396-416c-a256-a69dd1b3fd67>

7. Best Practises in Cultural Heritage Management

The ReInHerit Consortium has identified **Best Practices** and created a Handbook **on Communication and Collaboration in Museums and Heritage Sites**, emphasizing thematic priorities rooted in effective communication and collaboration within the diverse European cultural heritage sector. This approach is built upon three central pillars: digitization, sustainability, and continuing professional development. The collection of best practices was developed as part of the ReInHerit project and is based on the research conducted throughout the project's duration.

- **Best Practices:** <https://reinherit-hub.eu/bestpractices>
- **Handbook:** <https://reinherit-hub.eu/handbook>

8. Final Summary

To sum up, D3.9 is a collaborative curriculum, bringing together a variety of resources, practices and products created by the partners of the ReInHerit project and its related Network. This program highlights an innovative set of themes and new curricula, offering a valuable resource for cultural heritage professionals. This Project's Deliverable presents diverse resources related to the activities and events produced by the ReInHerit Consortium and disseminated through the [Digital Hub](#). The extensive set of factsheets, applications, documentations, webinars, podcasts and best practices provide tangible tools and insights for effective cultural heritage management. The modular "future-oriented" methodology followed in its creation not only aims to advance individual knowledge, but also seeks to promote an innovative model of sustainable heritage management that connects experts and professionals in a collaborative and dynamic network.

- Overview of the **ReInHerit resources** is available at this link <https://reinherit-hub.eu/resources>
- Overview of the **ReInHerit products** is available at this link <https://reinherit-hub.eu/visitorhub>

The H2020 ReInHerit project published its results in a series of **scientific publications**. The list of publications, are accessible at this link:

<https://reinherit-hub.eu/about/3b438d0d-239e-4027-a5c3-917263e373aa>

9. Authors



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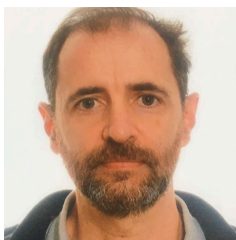
photographer and videographer at Ortweinschule Graz, one of Austria's most renowned institutions for photography and media education. Since completing her photography training, she has been gaining experience as a photographer and video creator, both as a freelancer and at the department for educational technology at the University of Technology, Graz. She is currently completing a Master's degree in Digital Humanities at the Centre for Information Modelling at the University of Graz. Her main research focus is in the area of 3D imaging, imaging technologies, multimedia applications and accessible and inclusive digital strategies. Helene.Goedl@stadt.graz.at



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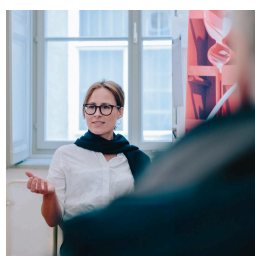


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Sibylle Dienesch was appointed director of the Stadtmuseum Graz GmbH – comprising the city museums and municipal archives of Graz – in January 2023. She has been part of the management of Stadtmuseum Graz GmbH since 2006 and vice-director as of 2014. She was responsible for all operational and financial matters of the Graz Museum and as of 2014 also for the financial agendas of the Stadtarchiv Graz. As part of her responsibility for the strategic development of the Graz Museum, she initiated and steered the continuous change processes towards an inclusive and intercultural institution. The work on a digital strategy and its implementation is also one of her core tasks. Contentwise her focus is on socio-cultural developments in the city of Graz. She was the co-curator of exhibitions and co-editor of publications dealing with public space and with the lives of people with intellectual disability. sibylle.dienesch@stadt.graz.at



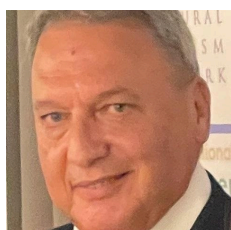
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Ines Montalvao (PT) has demonstrated experience working in museums and science centres as an exhibition designer. She is based in Helsinki since 2017, where she has worked with concept & experience design in Heureka, the Finnish Science Centre, as a freelancer in international projects with museum exhibitions, and currently as the experience designer responsible for content co-creation in a citizen science and art project at the Finnish Meteorological Institute. With a degree in Biology and a passion for Art, she combines both, exploring cross-disciplinary approaches, storytelling, illustration and innovative ways to create meaningful experiences. montalvao.ines@gmail.com



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Nasos Hadjigeorgiou is the President of the European Cultural Tourism Network (ECTN) since January 2021, having previously served as ECTN Vice-President for 4 years (2017-2020). He serves as Executive Manager of the Pafos Regional Board of Tourism since its establishment. The Pafos Regional Board of Tourism is the official body representing all the sectors involved in the region's tourism industry. The Board consists of thirteen members, including the four Municipalities, Deputy Ministry of Tourism, the Union of Pafos Communities, hoteliers' association, chamber of commerce and representatives of all associations related to the travel industry. Nasos Hadjigeorgiou has a long presence in the tourism industry having served through various levels including supervising, head of department and almost all aspects of hospitality. He has been involved in several Interreg projects on sustainable cultural tourism, digitalisation, cultural routes, smart tourism mobility and accessibility. He has recently initiated the idea and led the winning application for Pafos as 'European Capital of Smart Tourism 2023' and he oversees its events programme. info@culturaltourism-net.eu



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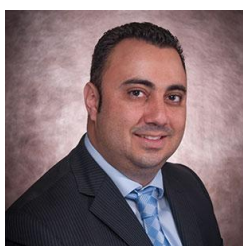


Jan Nâls is author, scriptwriter and film scholar. He is passionate about combining academic research with creative practice. His Ph.D. from the University of Helsinki in 2019 examined the functions of empathy in intercultural visual narrative. He is currently a principal lecturer in Film and Media at Arcada in Helsinki, Finland, mainly focusing on scriptwriting and directing. He also works as a scriptwriter for film. He has published extensively in academic journals relating to communication, film, and film education. jan.nals@arcada.fi



Dr Ioanna Hadjicosti - Director of the Bank of Cyprus Cultural Foundation and Coordinator of ReInherit H2020. She graduated from the Aristotle University of Thessaloniki, Greece, with the BA in Greek Philology and the specialization of Classics. She studied with the Scholarship of the Institute of National Scholarships of Greece (I.K.Y.). She then pursued her studies in Classics at University College London (UCL) where she was first awarded the MA in Classics, followed by the PhD for her thesis with the title Aischylos and

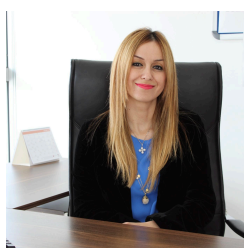
the Trojan Cycle: The Lost Tragedies. Her research is multidisciplinary combining literature, theatre studies, archaeology and history and her research interests mainly include ancient drama and epic poetry. From 2007 to 2016 she has working at the Bank of Cyprus Cultural Foundation as the Curator of the Collection of Manuscripts and Rare Books. As a result, Dr Hadjicosti has organized and managed a series of events, exhibitions, educational programs and conferences, while she has participated in several research programs concerning the Collections of the Bank of Cyprus Cultural Foundation and edited a number of the Foundation's publications. Since November 2016 she is the Director of the Bank of Cyprus Cultural Foundation, having the responsibility to design and implement the new strategy, organize the yearly program of events and supervise the research programs of the Museums and Collections. She also participated herself as a researcher in various European programs receiving the Best Practice Award for the Grundtvig Workshop 'Modern Views of Greek and Roman Antiquity', by the Lifelong Learning Programme Grundtvig 2011-2012. She is currently acting 1) as the co-ordinator in the programme DIDAKTOR (Post-Doctoral Researchers) RESTART 2016-2020, Research Promotion Foundation: «Aspects of multi- confessionalism and human geography in early modern Cyprus from the Venetians to the Ottomans» (CyChrist) and 2) as the co-ordinator in the programme EXCELLENCE HUBS RESTART 2016-2020, Research Promotion Foundation: «Re-inventing age-old travel paths of the Levant: The example of Cyprus» (ReTraPath). She is currently the coordinator of the project "Redefining the future of cultural heritage, through a disruptive model of sustainability" funded by the European Union's Horizon 2020 research and innovation programme under grant agreement No 101004545. ioanna.hadjicosti@bankofcyprus.com



Dr. Marios Valiantis is currently the Manager of the Enterprise Technology Portfolio & Service Delivery Department of the Bank of Cyprus. He is responsible for the management and operation of 4 major units: the Enterprise Technology Portfolio & Budget Management, the Demand Management & Project delivery, the Business Analysis and the Testing. The Department is under the technology and Operations Division and consists of 4 managers and a staff of 50 people. Dr Valiantis reports directly to the

Executive Director of Technology and Operations. As of November 2021, Dr Marios Valiantis has been appointed as a member of the Board of Directors of the Natural Gas Public Company Cyprus (CyGas-DEFA) and the Natural Gas Infrastructure Company (ETYFA), and in October 2022 he has been appointed as Vice Chairman of the Natural Gas Public Company Cyprus. Dr Valiantis held the position of the President of the National Technical Committee CYS/TC22 Hydrocarbons from June 2017 to June 2020 and in September 2014 he was appointed Vice President of the Cyprus Energy Strategy Council by the President of the Republic of Cyprus until September 2019. Prior to joining Bank of Cyprus in 2017, Dr Valiantis held the positions of the Associate Dean of the School of Business and the Director of the Centre for Green Development and Energy Policy at the University of Nicosia. He was an Associate Professor of Environment, Transportation and Energy and he served as the Head for the Energy, Oil, Gas and Environmental Management Academic Programmes and the Associate Head of

the Department of Management and MIS at the same University. Dr Valiantis has developed the undergraduate and graduate programmes of Energy, Oil and Gas Management and Environmental and Energy Management at the University of Nicosia. In 2017, Dr Valiantis was a visiting professor at the Cyprus University of Technology at the Department of Management and Economics. Dr Valiantis was also the key contact representing Cyprus in Europe (Brussels) for research related with the Transportation Sector under the Horizon 2020 framework from 2013 to 2018. Dr Marios Valiantis also worked in the Consultancy area in United States and United Kingdom, and he held the position of the Director of Projects at the AEA Group (Atomic Energy Authority) in Oxford UK. Dr Valiantis has worked on more than 100 projects in the fields of environment, transportation, energy and digitisation and has been a speaker in more than 150 conferences and events. He has many publications and has supervised more than 40 students at all levels (PhD, Master, and Bachelor). He frequently writes articles in the local press and has been regularly invited to local radio and TV. Marios.Valiantis@bankofcyprus.com



Dr. Constantina Constantinou is an Associate Professor of Cancer Biology at the University of Nicosia Medical School. She holds a BA Degree in Biological Sciences with Distinction in all subjects (concentration in Microbiology) (Cornell University, USA), an MSc in General and Medical Microbiology with Distinction (University College London, London, UK), a PgCertHE (University of Hertfordshire, UK) and a PhD in Biochemistry and Molecular Biology (St George's, University of London, UK). Dr Constantinou

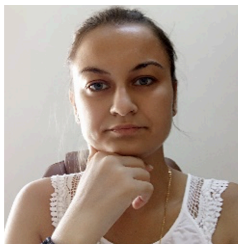
held post-doctoral research positions at St George's University of London, UK and at the University of Cyprus. Dr Constantinou joined the University of Nicosia in the Department of Life and Health Sciences in 2010 as Associate Professor in Cancer Biology. She has held numerous positions such as Director of the Doctor of Medicine (MD) undergraduate programme, Director of the PhD Programme and Associate Dean for Research. She is a Fulbright Scholar and has also been awarded scholarships from the A. G. Leventis Foundation, the Overseas Research Awards Scheme (ORS) and the Wellcome Trust Value in People (VIP) Award. Her research interests include cancer biology and oncology (molecular pathways of tumorigenesis) and the role of lifestyle medicine (nutrition, exercise, sleep, avoidance of risky substances, stress management and social relationships) in the prevention and management of chronic diseases. She has participated in a number of research projects funded by national, European and international agencies. Her research work has been published in high-impact factor journals. constantinou.co@unic.ac.cy



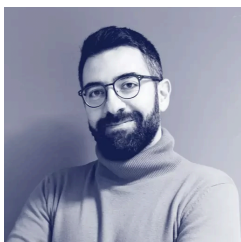
Apostolos Tsagaris is Associate Professor in the field of Human interaction with mechatronic and robotic systems in the Department of Industrial Engineering and management at International Hellenic University of Thessaloniki, Greece and at this time he is the Head of the department. He Received a Bachelor's degree in Automation Engineer (Technological Educational Institute of Thessaloniki, 1994), MSc in Design of interactive and industrial products and systems (Aegean University, 2005), Msc in

Mechatronics (University of polytechnic from Catalonia – Barcelona in corporation with T.E.I of West Macedonia, 2007), Med in Adult Education (Open University of Patras, 2010) and MBA (Open University of Patras, 2018). From 2014 to 2016 he carried out Post-Doc research entitled "Development of a knowledge collection methodology by capturing and processing finger-movements / gestures and voice commands, through multimodal physical interaction interfaces using recognition technologies as well as integration of data from signal recording through sensors." He has many years

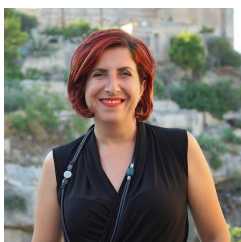
of experience in the field of industry where he collaborated with major Greek and foreign industries. He is a certified trainer at the National School of Public Health, the Ministry of National Defense, the School of Management of Staff of the Ministry of Economy and Finance and the Institute for Training of the National Center for Public Administration. He has published more than 84 scientific papers at conferences and journals. He also holds a patent titled "Method for real time control of mechatronic systems through Dynamic gestures". He has published a book and has written a number of lesson notes. Finally, he has participated in over 22 research projects. tsagaris@gmail.com



Kalliopi Kravari is an adjunct lecturer at the International Hellenic University (IHU) in Intelligent Systems. At the same time, she is a postdoctoral researcher at the Aristotle University of Thessaloniki (AUTH), where she is a member of the Intelligent Systems Lab of the School of Informatics, Greece. She holds a Postdoc (NSF Grants) and a Ph.D. degree in Artificial Intelligence from the Aristotle University of Thessaloniki, School of Informatics (2015). She received a BSc (2007) and an MSc (2009) degree in informatics and an MSc in Theology (2016) from the AUTH. She also attended the Pedagogical Training Program (EPPAIK) of the School of Pedagogical and Technological Education, Greece (2016). She is member of HAIS (Hellenic Artificial Intelligence Society), member of the Hellenic Committee of the Blue Shield, and member of the UNESCO Chair on Conservation and Ecotourism of Riparian and Deltaic Ecosystems, IHU while she is deputy director of "Analysis and Management of Natural Disasters and Technological Risks" (ASSIST) Lab, IHU. She is also the CEO of RESHUB LTD, a company oriented to AI R&D and project management. She has participated in more than 20 research and administrative programs. She has published more than 40 journal papers, book chapters and conference papers, receiving over 300 citations (h-index 7). She has also received two best paper awards, an honor award as well as two excellence AUTH awards. She is reviewer in journals and conferences, she participates in conference committees while she is a topic editor at sustainability journal and invited speaker at academic festivals. Her research interests include, among others, Artificial Intelligence, Internet of Things and Intelligent Agents, Intelligent information systems and Semantic Web. More specifically, she is interested in Intelligent Multi-Agent Systems issues, including among others Trust Management, IAs in the IoT, Knowledge Representation and Reasoning, Logic, Rule-based and Object-oriented programming, Ontologies and Rules. kkravari@gmail.com



Paolo Montemurro Director of Materahub, project manager of EU-funded projects since 2008. Since 2010 he has been working on capacity building actions for the creative and cultural sector and supporting young entrepreneurs and startups in the cultural and social sector. Since 2014 he has been working on cross-fertilisation between art and other sectors of the economy, society and culture. Actively involved on the topic of internationalization and networking at European level for the creative and cultural sector. paolomontemurro@materahub.com

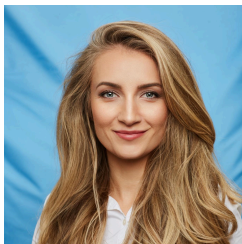


Rita Orlando - Background in architecture, since 2003 she has worked on urban and social regeneration projects, coordinating multidisciplinary and international working groups. In 2014, she joined the Matera 2019 team for the city's successful bid for the title of European Capital of Culture, managing experimental projects focused on innovation. Since 2016, she has been the manager of the Open Design School, a participatory and innovative design

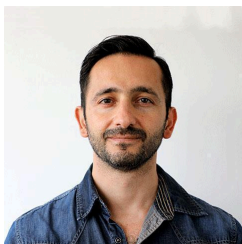
laboratory and partner of the New European Bauhaus. She is currently leading the cultural design team of the Foundation Matera Basilicata 2019. orlando@matera-basilicata2019.it



Josephine Hage - is a creative industries advocate with a background in European Public Policy. She worked as researcher in the field of creative industries and was co-director of the bottom-up organization CREATIVE SAXONY. Her focus is on internationalization and cross innovation. Since 2023, she is curator of the flagship project Makers, Business & Arts of the European Capital of Culture Chemnitz 2025. josephine.hage@kreatives-sachsen.de



Michaela Podolakova - is the Executive Director of the destination management organisation Visit Košice, where she leads the development of tourism in the city, guiding the organisation to respond to emerging tourism trends with effective strategies using a data-driven approach and strengthening partnerships with various stakeholders. Her professional background links the organisation's activities with the cultural and creative sector and the management of processes through digitalisation and innovation. She oversees the development and promotion of Košice's tourism brand as an ideal destination for leisure and business travellers. michaela.podolakova@visitkosice.org



Panayiotis Charalambous is a Research Assistant Professor at CYENS and team leader of the [V-EUPNEA: Living, Breathing Virtual Worlds MRG](#) of CYENS. He received his PhD on Computer Graphics and Animation from the University of Cyprus. Dr. Charalambous is currently coordinating and working on the implementation of several work packages and tasks for the [ReInherit](#) (H2020), [ShareSpace](#) (H2020), [PREMIERE](#) (H2020), CHARISMA(RIF) and [EHEN](#) (JPICH) projects and he is the research team leader for the [iNicosia](#) flagship project of CYENS. Previously he has worked as a Researcher at INRIA Rennes, France and the Cyprus Institute and as a Visiting Academic at the University of Cyprus. He is a member of the ACM and the Eurographics associations and has served as a reviewer of several prestigious journals and conferences such as ACM's Transactions on Graphics, Computer Graphics Forum, IEEE Transactions on Multimedia, IEEE Transactions on Visualization and for conferences such as ACM Siggraph, Eurographics, Symposium on Computer Animation (SCA) and others. He served as conference chair for ACM's Motion, Interaction and Games 2018 conference ([MIG2018](#)), Computer Animation and Social Agents 2023 ([CASA2023](#)) and will be short papers chair for [Eurographics 2024](#). His main research interests are Computer Animation, Computer Graphics, Video Games, Digital Cultural Heritage and AI techniques in the service of the aforementioned areas. Websites: <https://totis77.github.io/> p.charalambous@cyens.org.cy