



## ReInHerit

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



[www.reinherit.eu](http://www.reinherit.eu)



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101004545

## Project

<b>Project Number</b>	101004545
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<b>Project Title</b>	Redefining the future of cultural heritage, through a disruptive model of sustainability
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<b>Website</b>	www.reinherit.eu

## Deliverable

<b>Work Package</b>	WP7: Dissemination, Exploitation & Communication
<b>Task</b>	T7.8 Final Conference Event
<b>Deliverable</b>	D7.15 Final Conference Report
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<b>Leader</b>	Bank of Cyprus Cultural Foundation
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<b>V1.0</b>		Skevi Christodoulou (BoCCF)	Reviewed by: Andrea Oratiou (BoCCF) George Kypridemos (BoCCF) Katerina Patsalidou (BoCCF)

### **Acronyms and abbreviations**

European Commission	<b>EC</b>
Research Executive Agency	<b>REA</b>
Grant Agreement	<b>GA</b>
Consortium Agreement	<b>CA</b>
Description of Action	<b>DoA</b>
Project Coordinator	<b>PC</b>
Steering Committee	<b>SC</b>
Project Management Team	<b>PMT</b>
Work Package	<b>WP</b>

### **Disclaimer**

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Cultural Foundation

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## Executive Summary

The objective of the D7.15 report is to detail the workings of the Final Conference in the context of the project “Redefining the future of cultural heritage, through a disruptive model of sustainability (ReInHerit)” funded by the European Union’s Horizon 2020 research and innovation programme under grant agreement No 101004545.

As this is the concluding conference of the project, the conference aimed to provide a comprehensive overview of the results and outcomes of ReInHerit. During the conference, special reference was made to challenges currently faced and innovative approaches emerging from the field of cultural heritage management in response to these challenges. All working sessions were combined with presentations, discussions, and practical components, e.g. the walking tour and study visit to Nicosia and Larnaka districts.

The conference was focused on various aspects of cultural heritage management, preservation, and promotion, with a particular emphasis on leveraging technology, entrepreneurship, collaboration, and ethical considerations. Here’s a breakdown of the sessions and their purposes:

## 1. Introduction

The Conference Organizing Committee consisted of Dr Skevi Christodoulou, Project Coordinator, Ms Andrea Oratiou, Project Manager, and Ms Chrystalla Moudourou, Conference Coordinator.

The overall objective of the ReInHerit Project, as per the GA, is to create a model of sustainable heritage management, which will foster a digital dynamic European network of heritage stakeholders. This model resembles a digital cultural heritage ecosystem, characterized by symbiosis, openness and networking, and shaped by various sociocultural factors and the contributions of all stakeholders (museums, heritage sites, policy-makers, professionals and communities). Through the creation of the Digital Hub, various technological tools and resources were made accessible to the wider public, encouraging greater communication, experimentation and dissemination of European Cultural Heritage.

To disseminate the results and outcomes of the ReInHerit project to a broader audience, including local stakeholders, the Bank of Cyprus Cultural Foundation (BoCCF) convened the Final Conference titled "Concluding the ReInHerit Project: Results and Outcomes Towards a Sustainable Future," in accordance with the GA. Held from January 16th to 18th, 2024, in Nicosia at the Bank of Cyprus Cultural Foundation premises, the Conference featured a guided walking tour in Nicosia and a study visit in Larnaka.

The conference was a collaborative effort, with the Consortium endorsing the conference's Theme and Agenda. The aim was to maximize partner involvement in showcasing project results. To ensure a diverse and comprehensive program, six moderators were selected by the organizers. These moderators worked closely with the organizers to curate sessions, selecting specific topics and inviting relevant speakers based on their expertise and alignment with the Project's goals and outcomes. Consortium members were given priority, further emphasizing the inclusive nature of the event.

Presentations were delivered both in-person (physically) and digitally. Each session lasted 80 minutes, with individual presentations allocated 20 minutes each (comprising 15 minutes for the speakers' presentations and 5 minutes for questions). Additionally, a 20-minute collective discussion on the presented topics was conducted (refer to appendices 1 and 2 for details).

## **2. Conference proceedings**

On the inaugural day of the conference, a total of 75 individuals attended, both in person and virtually. Following registration, the event commenced with welcoming addresses from esteemed figures including Dr. Yiannis Toumazis, Director of the Bank of Cyprus Cultural Foundation, Dr. Ioanna Hadjicosti, Director of the Department of Contemporary Art at the Deputy Ministry of Culture and former ReInHerit Coordinator, and Dr. Vasiliki Kassianidou, Deputy Minister of Culture of the Republic of Cyprus.

Following the welcoming addresses, attention turned to the focal point of the conference: the ReInHerit Project. Dr. Skevi Christodoulou, Project Coordinator, and Andrea Oratiou, Project Manager of the ReInHerit Project at the Bank of Cyprus Cultural Foundation, took the stage to provide an overview of the project's objectives, methodologies, and anticipated outcomes. Their presentation delved into the core principles guiding the ReInHerit Project, highlighting its collaborative nature and innovative approaches to heritage preservation. Attendees gained a comprehensive understanding of the project's scope and significance within the cultural landscape.

### **DAY 1:**

The day's agenda comprised four sessions. The first, moderated by Prof. Irini Stamatoudi, addressed "Legal and policy issues for museums and cultural heritage institutions." Mr. Panagiotis Korinos led the second session on "Promoting Cultural Entrepreneurship." The third session, "Ethics and AI," was presented online, moderated by Dr. Styliani Kleanthous, exploring the intersection of ethics and artificial intelligence. Ms. Nefeli Bantela moderated the fourth and final session, titled "Audience Engagement."



*Image 1: Dr. Yiannis Toumazis, Director of the Bank of Cyprus Cultural Foundation, delivering his welcoming address.*



*Image 2: Dr. Ioanna Hadjicosti, Director of the Department of Contemporary Art at the Deputy Ministry of Tourism and former RelnHerit Coordinator, delivering her opening address.*



*Image 3: Dr. Vasiliki Kassianidou, Deputy Minister of Culture, delivering her welcoming address.*



*Image 4: Dr. Skevi Christodoulou, Project Coordinator presenting the ReInHerit Project.*



*Image 5: People attending the Conference during the 1st day.*

## **DAY 2:**

The second day of the Conference commenced with a guided walking tour of Nicosia's old town, led by Ms. Demetra Ignatiou, a certified tour-guide and Associate Curator of the Bank of Cyprus Cultural Foundation. Participants visited notable sites including the Cyprus Buffer Zone, Ledra Palace, the Venetian walls of Nicosia, Paphos Gate, Maronite Cathedral - Our Lady of Grace, Ledra commercial street, Faneromeni Church, Faneromeni Square, and the Church of the Cross of Missirikos/Arablar Mosque.

During the visit, participants had the opportunity to be educated on the history of Nicosia, while also exploring the array of technological tools accessible for the historic and religious buildings in the old town. Additionally, they were offered the opportunity to test the Smart Tourism app developed by UNIFI in collaboration with the Bank of Cyprus Cultural Foundation specifically to support the exploration of Nicosia's old city.

Returning to the Bank of Cyprus Cultural Foundation premises, the conference resumed with three sessions, attended by a total of 50 individuals. The first session, "Collaboration between professionals in the ReInHerit project and beyond: Lessons learned and ways forward," moderated by Dr. Polina Nikolaou, focused on collaborations pursued within the Consortium. Mr. Manos Vougioukas, Secretary General of the European Cultural Tourism Network (ECTN), organized and moderated the second session, featuring keynote speaker Ms. Androulla Vassiliou, Honorary

Member of ECTN. Dr. Chiara Zuanni moderated the third session, titled "Digital hubs and the heritage community: Reflecting on platforms, collaborations, and sustainability."

After the presentations, participants engaged in a discussion centered around the Conference's concluding remarks, and the legacy of the ReInHerit project as a whole. This was facilitated by Dr Polina Nikolaou, WP8 Leader, and Dr. Skevi Christodoulou, Project Coordinator.



*Image 6: Guided walking tour of Nicosia's old town*

### **DAY 3:**

On the third and final day of the conference, 18 participants had the opportunity to participate in a study visit to Larnaka, organized by the Bank of Cyprus Cultural Foundation, as outlined in the program below.

The study visit began with a visit to the Craft Caning Museum, a municipal museum dedicated to preserving the intangible heritage of the craft-caning technique. Dr. Iosif Hadjikyriakos guided participants through the museum, offering insights into its historical significance and current objectives.

Furthermore, Dr. Hadjikyriakos guided participants through key buildings and landmarks of the city, such as the Mattei House and the "talking statues" (Zenon,

Kimon) while also informing them about the technological tools, such as apps and storytelling techniques offered to visitors during their stay. The guided tours encompassed various highlights, including a tour led by Dr. Pantelitsa Mylona, Archaeological Officer of the Department of Antiquities, at the Archaeological Museum of the Larnaka District. Mr. Peter Ashdjian, Director of the Pierides Museum- (Bank of Cyprus Cultural Foundation) in Larnaka, provided another insightful tour. Lastly, Ms. Nana Asmeni, a member of the Larnaka Tourism Board, delivered a presentation on various projects currently pursued by the board, including digitisation initiatives and initiatives through which they aim to make innovative resources available to the public.

Attendees also had the opportunity to visit the Hala Sultan Tekke Mosque, a revered religious monument included on the UNESCO World Heritage Monuments Catalogue.



*Image 7: Visit at the Craft Caning Museum, Livadia, Larnaka.*



*Image 8: Pierides Museum - Bank of Cyprus Cultural Foundation, Larnaka.*



*Image 9: Visit at the Archaeological Museum of Larnaka District.*

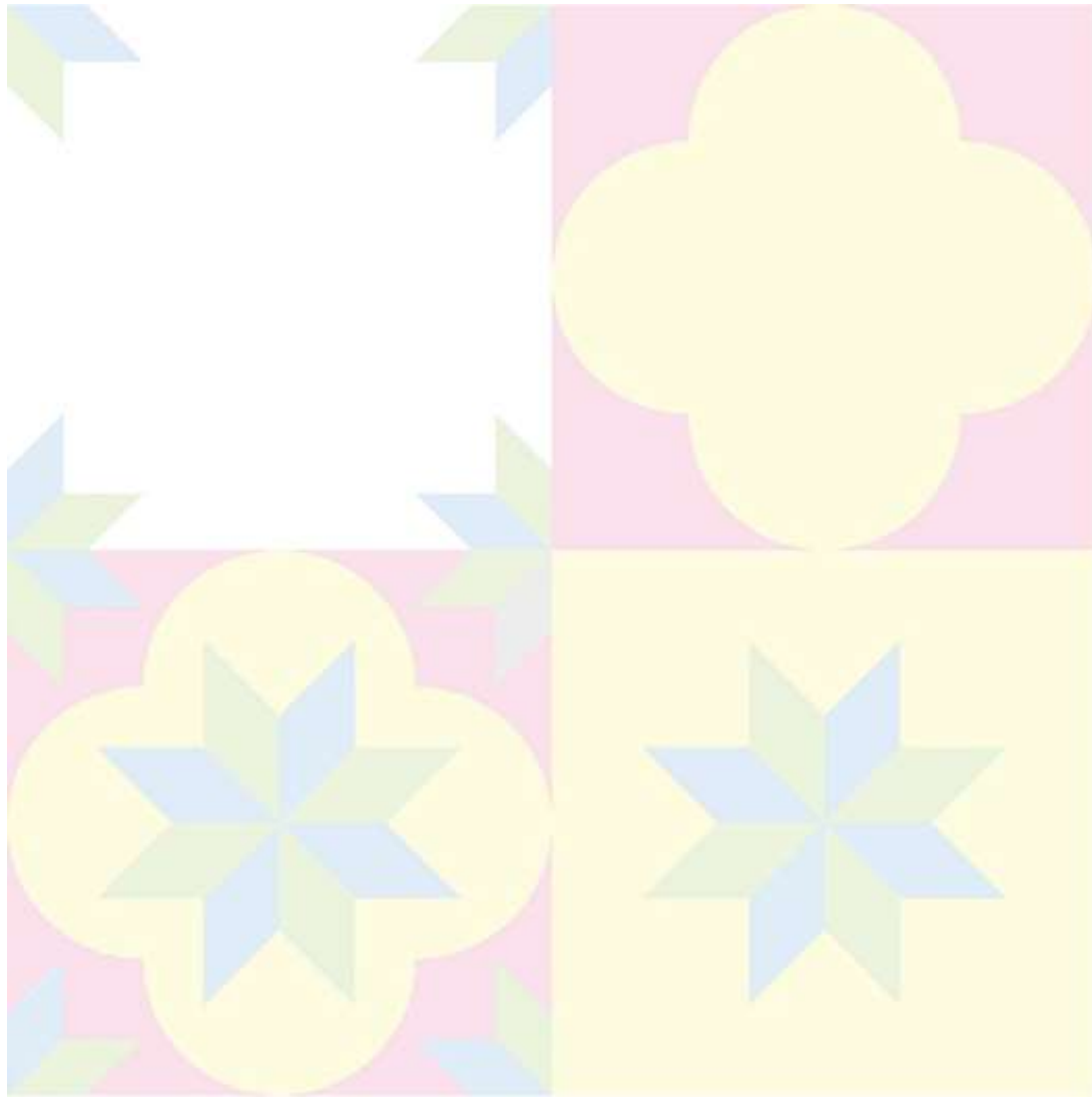


*Image 10: Hala Sultan Tekke Mosque, Larnaka.*

### **3. Results**

The conference brought together industry experts, ReInHerit stakeholders, and CH practitioners to deliberate on strategies for maintaining the sustainability of the Digital hub beyond the project lifecycle. Discussions touched on various subjects including: 1) the dimension of financial sustainability, 2) increasing community engagement via governmental schemes, 3) disseminating the results in small and medium-sized museums that would benefit from the technological resources made available by the Consortium e.g. apps and Digital hub, and 4) highlighting ways in which the project's findings can enrich current policy frameworks.

# Appendix 1



## FINAL CONFERENCE

### **Concluding the ReInHerit Project: Results and Outcomes Towards a Sustainable Future**

16-18 January 2024  
Nicosia, Cyprus - Hybrid



Bank of Cyprus  
Cultural Foundation

## **Organising Committee**

Skevi Christodoulou, Project Coordinator

Andrea Oratiou, Project Manager

Chrystalla Moudourou, Conference Coordinator

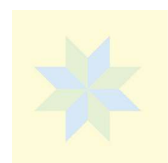
The conference is organized in the context of “Redefining the future of cultural heritage, through a disruptive model of sustainability (ReInHerit)” Project, funded by the European Union’s Horizon 2020 research and innovation program under grant agreement No 101004545.

**The conference is free and open to the public.**

## **Venue:**

Bank of Cyprus Cultural Foundation

Phaneromenis Street 86-90, 1011 Nicosia & [Online](#)



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**16 JANUARY 2024**

**08:30 - 09:00 Registration**

**09:00 - 09:20 Welcoming Addresses**

Dr Yiannis Toumazis, Director of the Bank of Cyprus Cultural Foundation

Dr Ioanna Hadjicosti, Director of the Department of Contemporary Culture, Deputy Ministry of Culture, Former ReInHerit Coordinator

Dr Vasiliki Kassianidou, Deputy Minister of Culture, Cyprus

**09:20 – 09:40 Introduction to the ReInHerit Project**

Dr Skevi Christodoulou, Project Coordinator, and Andrea Oratiou, Project Manager of the ReInHerit Project (BoCCF)

## **SESSION I: LEGAL AND POLICY ISSUES FOR MUSEUMS AND CULTURAL HERITAGE INSTITUTIONS**

**Moderator: Prof. Irimi Stamatoudi, Faculty of Law, University of Nicosia**

**09:40 - 10:00 IP Management for Museums and Cultural Heritage Institutions**

*Prof. Irimi Stamatoudi, Faculty of Law, University of Nicosia*

**10:00 - 10:20 Illicit Trade in art and due diligence for cultural institutions**

*Dr Maria Shehade, Senior Research Associate, CYENS Centre of Excellence and Cyprus University of Technology*

**10:20 - 10:40 Policy Recommendations from the Athens ReInHerit Blue Shield Conference (November 2023) and Post Athens ReInHerit Blue Shield Conference Survey Results (November 2023)**

*Assistant Prof. Antonia Zervaki, National and Kapodistrian University of Athens, Secretary, Hellenic Committee of the Blue Shield and Aikaterini Dimitriadi, PhD Candidate, National and Kapodistrian University of Athens, Member, Hellenic Committee of the Blue Shield*

**10:40 – 11:00 Discussion**



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**11:00 – 11:30 Coffee Break**

## **SESSION II: PROMOTING CULTURAL ENTREPRENEURSHIP**

**Moderator: Mr Panagiotis Korinos, Manager, Innovation & Entrepreneurship  
Center of the Bank of Cyprus**

**11:30 - 11:50 Challenges and opportunities for cultural and artistic entrepreneurs**

*Dr Celia Hadjichristodoulou, Founder and Managing Director,  
GrantXpert Consulting Ltd*

**11:50 - 12:10 Entrepreneurial Insights: Innovating Across sectors**

*Ms Maria Lavithi, CEO, MGD Heroes Made Ltd*

**12:10 - 12:30 IDEA Innovation Centre – An Accelerator, Incubator for Start ups**

*Mr Panagiotis Korinos, Manager, Innovation & Entrepreneurship  
Center of the Bank of Cyprus*

**12:30 - 12:50 Discussion**

**12:50 – 14:00 Lunch Break**

## **SESSION III: ETHICS AND AI**

### **ONLINE SESSION**

**Moderator: Dr Styliani Kleanthous, MRG Leader, Fairness and Ethics in AI -  
Human Interaction MRG (fAlre-MRG), CYENS Centre of Excellence**

**14:00 - 14:20 The ReInHerit toolkit: ethical aspects and development strategies**

*Dr Paolo Mazzanti, Researcher, and Prof. Marco Bertini, Director,  
Media Integration and Communication Center (MICC), Università di  
Firenze*

**14:20 - 14:40 Identifying Social Stereotypes in AI Applications: The Example of Image Taggers**

*Dr Evgenia Christoforou, Research Associate, CYENS Centre of  
Excellence*



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**14:40 - 15:00 Designing Technologies to Enhance Museum Experiences for Inclusive Access**

*Dr Julia Sheidin, Lecturer, Braude Academic College of Engineering*

**15:00 - 15:20 Discussion**

**15:20 – 15:50 Coffee Break**

## **SESSION IV: AUDIENCE ENGAGEMENT**

**Moderator: Ms Nefeli Bantela, European Union Project Coordinator  
Museum of Cycladic Art**

**15:50 - 16:10 Social Media as a driver of audience engagement: the case of ReInHerit project**

*Ms Nefeli Bantela, European Union Project Coordinator, Museum of Cycladic Art*

**16:10 - 16:30 Cultural Heritage Management Plan and Audience Engagement**

*Dr Konstantinos Roussos, Archaeologist, Research Assistant, Faculty of Law, University of Nicosia*

**16:30 - 16:50 Engaging with the Audience – Communicating Cultural Heritage**

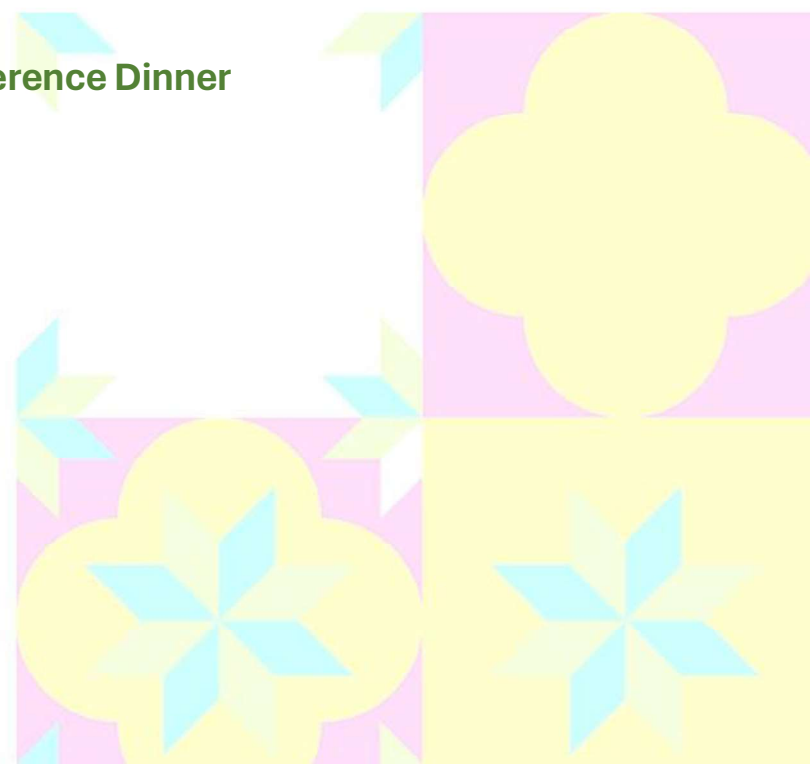
*Ms Katerina Patsalidou, Researcher, and Ms Andrea Oratiou, Project Manager, Bank of Cyprus Cultural Foundation*

**16:50 - 17:10 Discussion**

**20:00 Conference Dinner**



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**17 JANUARY 2024**

**9:00 - 11:00** **Walking tour in the old town of Nicosia**  
Meeting point: Paphos Gate

**11:00 - 11:30 Coffee Break**

**SESSION V:  
COLLABORATION BETWEEN PROFESSIONALS IN THE REINHERIT  
PROJECT AND BEYOND: LESSONS LEARNED AND WAYS FORWARD**

**Moderator: Dr Polina Nikolaou, Researcher, Bank of Cyprus Cultural  
Foundation**

**11:30 - 11:50 Exploring Cultural Heritage Horizons: “Museums up” ReInHerit’s  
Podcast as a Dynamic Tool for Professional Collaboration**

*Mr Jaime Lopez, Director, Arte Sostenible* **ONLINE**

**11:50 - 12:10 Co-Creation Beyond Museums: Gaining new insights on  
digitalization and museum attendance by involving young  
visitors**

*Dr Susanne Adahl, Senior Lecturer/Researcher, Arcada University of  
Applied Sciences*

**12:10 - 12:30 Skills development of professionals in cultural heritage. The  
case of EU Heritage initiative**

*Dr Giusy Cardia, Projects Manager, Materahub-Consortio Industrie  
Creative e Culturali*

**12:30 - 12:50 Discussion**

**12:50 - 14:00 Lunch Break**



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## **SESSION VI: SUSTAINABLE AND SMART TOURISM BASED ON CULTURAL HERITAGE**

**Moderator: Manos Vougioukas, Secretary-General,  
European Cultural Tourism Network (ECTN)**

### **14:00 - 15:20 Keynote speaker:**

Mrs Androula Vassiliou, Former European Commissioner for Culture, Europa Nostra Vice-President, ECTN Honorary member

### **Panel Discussion:**

Ms Elena Tanou, President of the Phoenicians Cultural Route of the Council of Europe

Ms Angeliki Vasiliadou, Nicosia Tourism Board (ECTN member)

Ms Anne Grady, European Parliament CULT Committee service **ONLINE**

Dr Jordi Tresserras, University of Barcelona, ECTN Board member, President of ICOMOS Espania **ONLINE**

Prof. Hrvoje Potrebica, European Association of Archaeologists, Iron Age Danube Cultural Route of the Council of Europe, University of Zagreb **ONLINE**

Ms Amra Jaganjac, Tuzla Tourism Board, Bornia and Herzegovina (ECTN member)  
**ONLINE**

### **15:20 - 15:50 Coffee Break**

## **SESSION VII: DIGITAL HUBS AND THE HERITAGE COMMUNITY: REFLECTING ON PLATFORMS, COLLABORATIONS AND SUSTAINABILITY**

**Moderator: Assistant Prof. Chiara Zuanni, Digital Humanities (Museology  
focused), University of Graz**

### **15:50 - 16:10 The ReInHerit Digital Hub in the landscape of European platforms for cultural heritage**

*Assistant Prof. Chiara Zuanni, Digital Humanities (Museology  
focused), University of Graz*



**16:10 - 16:30 Collaborative design in digital heritage: building a new community of practice through the development of the ReInHerit Digital Hub**

*Dr Polina Nikolaou, Researcher, Bank of Cyprus Cultural Foundation*

**16:30 - 16:50 The European Heritage Hub**

*Mrs Carla Toffolo, Programme Manager, European Heritage Hub*

**ONLINE**

**16:50 - 17:10 Discussion**

**17:10 - 18:00 Concluding Remarks and the ReInHerit Project Legacy**

**18 JANUARY 2024**

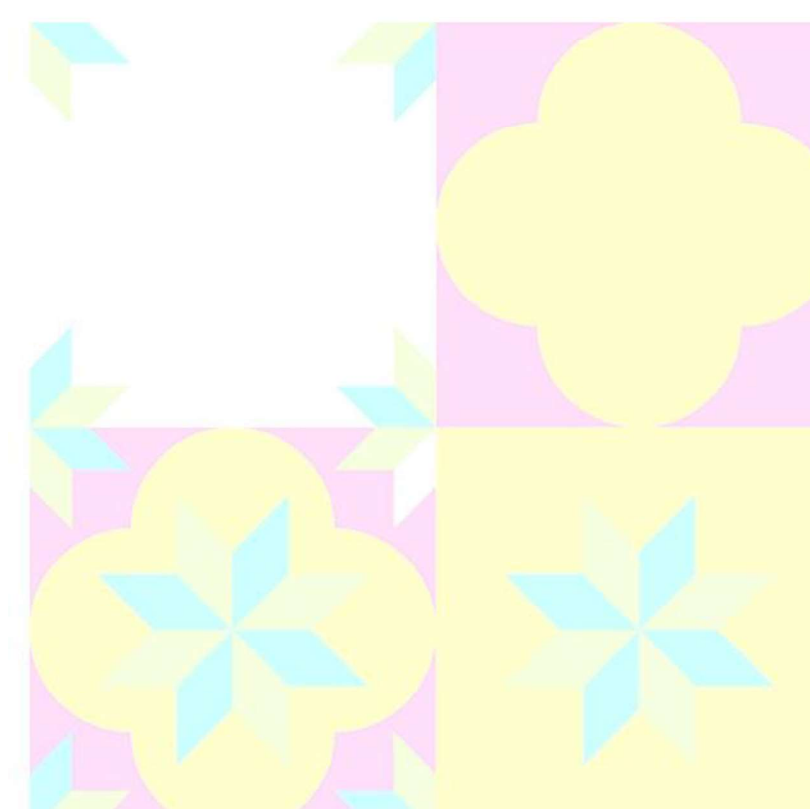
**8:30 - 18:00 Study Visit**

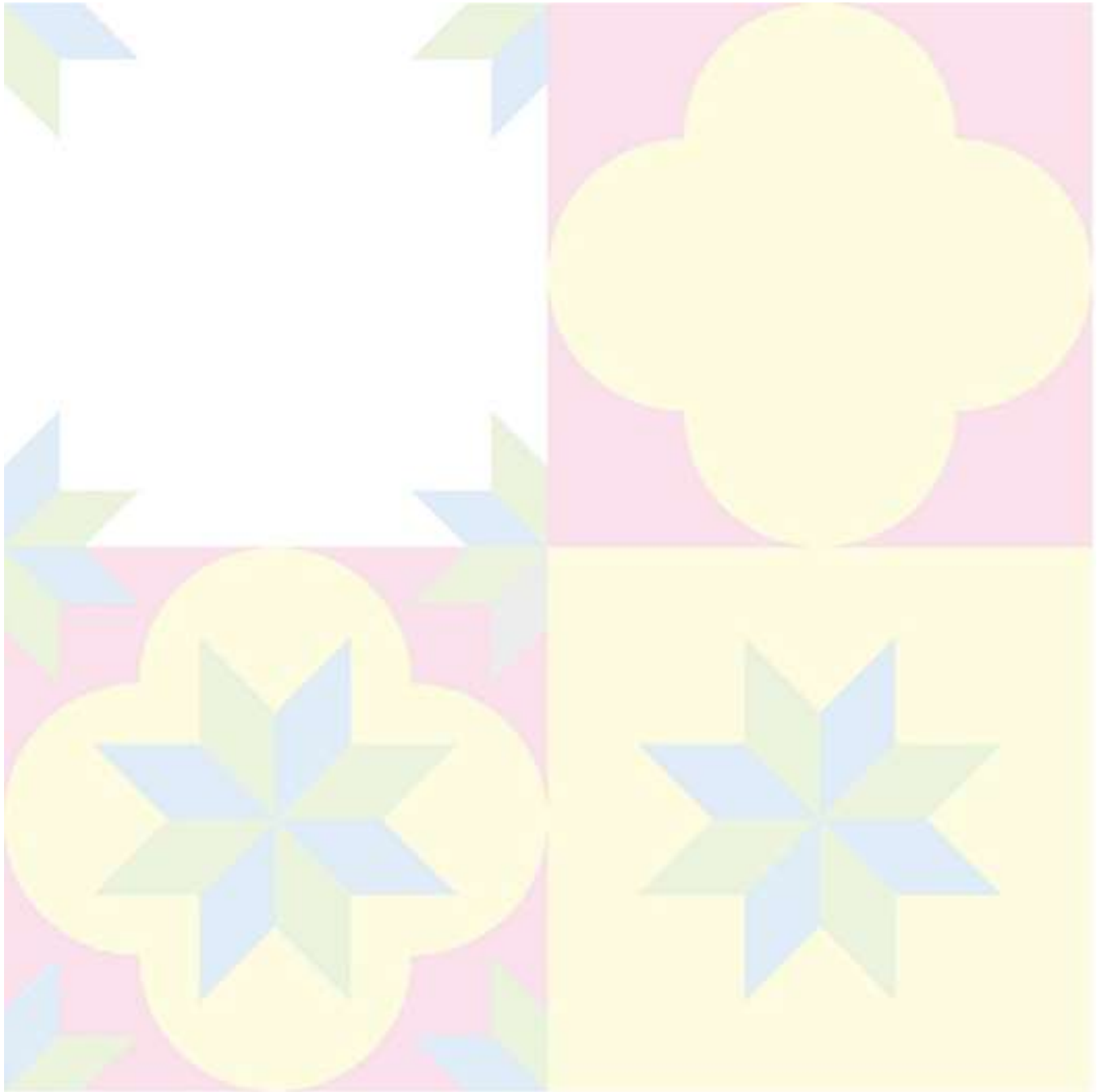
**Meeting Point - Eleftheria Square, in front of the (Old) Nicosia Town Hall**

Guided visits to the Archaeological Museum of the Larnaka District, the Pierides Museum - Bank of Cyprus Cultural Foundation, Mattei House, Larnaka city tour in collaboration with the Larnaka Tourism Board.



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 [www.reinherit.eu](http://www.reinherit.eu)

 <https://reinherit-hub.eu>

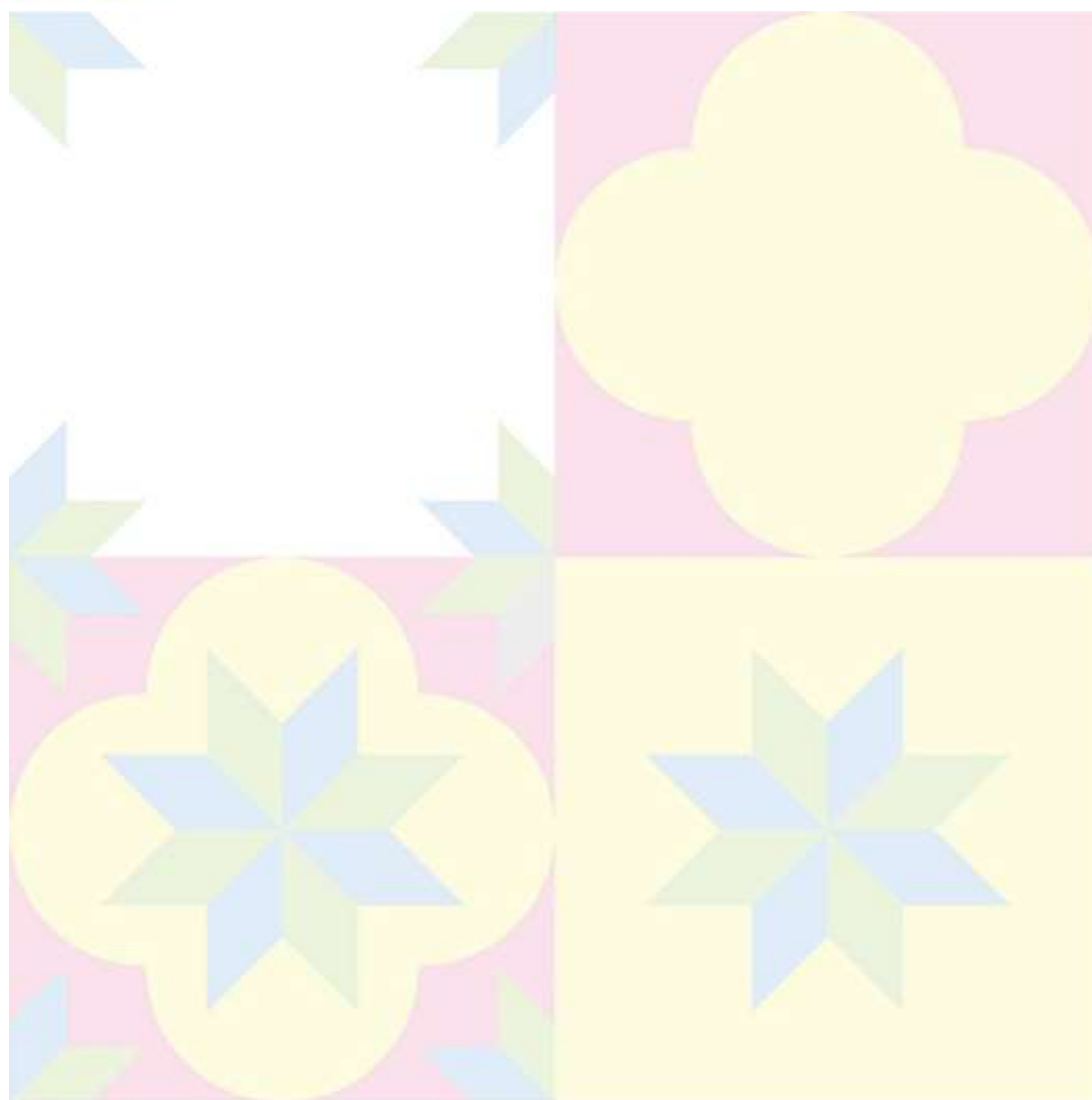


 [www.boccf.org](http://www.boccf.org)



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## Appendix 2



### FINAL CONFERENCE

**Concluding the ReInHerit Project:  
Results and Outcomes Towards a Sustainable Future**

### Abstracts & Bios



Bank of Cyprus  
Cultural Foundation

## **Organising Committee**

Skevi Christodoulou, Project Coordinator

Andrea Oratiou, Project Manager

Chrystalla Moudourou, Conference Coordinator

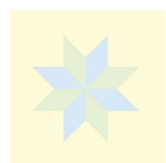
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# ABSTRACTS

## SESSION I

### LEGAL AND POLICY ISSUES FOR MUSEUMS AND CULTURAL HERITAGE INSTITUTIONS

#### **1. IP Management for Museums and Cultural Heritage Institutions**

Prof. Irini Stamatoudi

This presentation will deal with issues of IP Management concerning Museums and Cultural Heritage Institutions. It will essentially focus on how museums can benefit most from their intangible assets and how they can ensure that they do not infringe third-party rights. It will also refer to issues of raising awareness, education, and dissemination of content.

#### **2. Illicit Trade in art and due diligence for cultural institutions**

Dr Maria Shehade

The presentation will examine the illicit trade of antiquities and the international illicit trafficking activities on a global level, by exploring the complicated nexus between collectors, antiquities dealers, auction houses and cultural institutions. It will also analyze the provenance and due diligence procedures that should be applied by cultural institutions when acquiring artefacts in order to provide some basic guidelines for museum professionals on the necessary steps that should take to ensure the legality of museum acquisitions. The presentation will also discuss, the definition and application of the concept of "due diligence" and provenance research for both museum and private collections and will analyse the legal and ethical questions that museums, art dealers and auction houses face when acquiring, using, managing and loaning their collections.

#### **3. Policy Recommendations from the Athens ReInHerit Blue Shield Conference (November 2023) and Post Athens ReInHerit Blue Shield Conference survey results (November 2023)**

Dr Antonia Zervaki and Ms Aikaterini Dimitriadi

Reinherit's Athens Conference main policy recommendations will be presented. The later constitute a compilation of the recommendations, reflections and proposals presented during the conference regarding the cultural heritage and innovation nexus in relation to the multiple dimensions of sustainable development envisaged in the UN Sustainable Development



Agenda and the European Commission's report on the cultural dimension of sustainable development, in view of the ongoing debate concerning the role of culture in the post 2030 Agenda on sustainable development.

The presentation's second part will be dedicated to the post conference survey results. The goal of this survey was to understand how familiar the audience of the Athens Conference was with the outputs and the tools offered by ReInHerit project and to create the conditions for a larger number of people to benefit from them. At the same time, the goal was to draw conclusions on what policies should be implemented to address the challenges CH professionals are facing at an EU level.

## **SESSION II**

### **PROMOTING CULTURAL ENTREPRENEURSHIP**

#### **1. Challenges and opportunities for cultural and artistic entrepreneurs**

Dr Celia Hadjichristodoulou

Artists and professionals from the creative and cultural sectors often face a number of obstacles and challenges when it comes to starting their own business. Through a number of EU funded projects, Dr Celia Hadjichristodoulou has trained more than 100 artists and professionals from the creative and cultural sector on topics related to business and entrepreneurship and she will be sharing her relevant insight and experiences gained through these workshops on: a) the challenges faced by these professionals when they want to embark on an entrepreneurial journey and b) how to overcome these challenges through practical measures.

#### **2. Entrepreneurial Insights: Innovating across sectors**

Ms Maria Lavithi

In her presentation, Maria will share her journey from a non-traditional background in Creative Writing, Hospitality, and Medical sectors to founding Heroes Made. She'll discuss how entrepreneurship is achievable for anyone and offer insights on decision-making and mindset crucial for aspiring entrepreneurs. Her story and practical tips will inspire and guide those looking to venture into the world of business and innovation.

#### **3. IDEA Innovation Centre – An Accelerator, Incubator for Startups**

Mr Panagiotis Korinos

IDEA of Bank of Cyprus is an innovation centre and an incubator-accelerator for



start ups, with a cluster of activities that cultivate the entrepreneurial mindset in Cyprus and elevate the country higher on the international innovation map. IDEA creates companies, by providing entrepreneurs the entire spectrum of facilities, enabling them to turn their idea into a profitable business. IDEA is a non profit initiative in Cyprus, covering the whole range of support to innovative startups from idea stage to investment stage. Via its strong and extensive network of Partners it invests in youth and female entrepreneurship for the benefit of the Cypriot economy and society. Its mission is to continue changing the nation's mindset towards innovation, working on both the economic and cultural aspect.

## **SESSION III**

### **ETHICS AND AI**

#### **1. The ReInHerit toolkit: ethical aspects and development strategies**

Dr Paolo Mazzanti and Dr Marco Bertini

As part of the ReInHerit project, the Media Integration and Communication Center (MICC) - University of Florence has developed a Toolkit using Computer Vision (CV) and Artificial Intelligence (AI) technologies. The main goal is to enable visitors to interact with the collections and exhibitions through a playful approach, leveraging gamification and learning-by-doing techniques. This solution aims to create playful, interactive, and immersive experiences that evoke emotions, inspire creativity, and facilitate participatory digital learning scenarios in a "play and interact" style of visiting. In this presentation we will introduce the ethical aspects and the development strategies used to create the applications that are part of the ReInHerit toolkit. The Toolkit uses state-of-the-art CV and AI techniques employed to motivate learning and create a stronger relationship between artworks and visitors, but using these technologies requires to consider also ethical aspects regarding training data and fairness of the models, how user data is managed, how to ensure that generative AI is properly used, etc. Within ReInHerit a card model has been developed to reflect and document these issues; concrete examples of development use cases of the toolkit apps will be shown and discussed.

#### **2. Identifying Social Stereotypes in AI Applications: The Example of Image Taggers**

Dr Evgenia Christoforou

AI is becoming increasingly "humanlike," due to the use of human-driven datasets for training and testing the underlying machine learning (ML) algorithms. AI systems have learned to mimic human biases as well, including



the perpetuation of stereotypes based on gender, age and race. A domain that is largely impacted by this phenomenon is computer vision (CV); in particular, bias in image annotation tasks is recognized as a challenge. Lately, it is increasingly common for developers to use third-party resources for the development of their AI application, which are often “black boxes” (i.e., Clarifai, Imagga, etc.). Thus, a natural question arises: *“How can practitioners, using black-box algorithms to develop AI applications, can reach safe conclusions during the testing phase on the behavior of the system against a certain population?”* Answering this question is not straightforward because bias resulting from social stereotypes can go unnoticed. Additionally, stereotypes are not static over time and may not be common across cultures.

The KeepA(n)I project (pronounced “Keep an eye and/or Keep AI ”), funded by the Cyprus Research and Innovation Foundation (RIF) under the Excellence Hubs Programme, has taken on the mission of proposing and testing a methodological approach for identifying social stereotypes in AI applications. The project focuses on the *expression of social stereotypes* (e.g., based on gender, race, or socio-economic status) and how those are reflected in biases shared by groups of people interacting with the system. KeepA(n)I is envisioned as a human-in-the-loop approach, methodically exposing stereotypes and reducing negative impact, or even enhancing people’s access to opportunities and resources when interacting with AI applications.

In this talk, I will attempt to go beyond presenting the general scope of the project and delve into associating the current research and development we have conducted with the objective of ReInHerit: creating a model for sustainable heritage management. During this part of the talk, I will highlight potential issues associated with the use of black-box AI tools in heritage management. Furthermore, I will discuss how the example of art image tagging through black-box AI tools can benefit from the KeepA(n)I platform.

### **3. Designing Technologies to Enhance Museum Experiences for Inclusive Access**

Dr Julia Sheidin

Museums have a major role in society, evolving from repositories of art and artifacts to cultural educators. Despite the shift towards free-choice learning, where visitors determine their learning path, the traditional museum setup, involving displays within glass cases and on walls, poses challenges for individuals with disabilities. This includes limited exploration opportunities due to the nature of exhibit placements and the inaccessibility of artifacts. Museum labels, often concise yet informative, can be challenging for people with disabilities, particularly those with visual, cognitive, or motor impairments. This explains why only 7% of museum visitors have disabilities. Encouraging



inclusivity within museums and galleries can lead to a more diverse audience, allowing a broader range of visitors to fully engage with and gain value from the cultural offerings. Recent and ongoing evolution of AI-based applications, like image and signal processing, personalization (and more) enhances traditional assistive and digital technologies so they can create a more authentic experience, potentially bringing the user closer to previously inaccessible artifacts and sites, enabling them to function independently and with dignity. Well-adapted technology may contribute to the visitors' varied needs thereby encouraging participation, self-esteem, and quality of experience. The current talk will showcase various examples of these emerging technologies, some of which are still in development, while others are integral to our upcoming research endeavors.

## **SESSION IV**

### **AUDIENCE ENGAGEMENT**

#### **1. Social media as driver of audience engagement: the case of ReInHerit project**

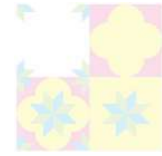
Ms Nefeli Bantela

This presentation will focus on the role of social media in increasing the outreach and visibility of the ReInHerit project. At the same time, instances of audience engagement through ReInHerit's social media will be examined. Apart from the strategy followed, best practices will also be presented, highlighting the project's key takeaways.

#### **2. Cultural Heritage Management Plan and Audience engagement**

Dr Konstantinos Roussos

Cultural Heritage Management (CHM) 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 presentation aims to a) emphasize the critical role of CHM for museums, b) bring forward the main issues and principles that need to be taken into account during the drafting procedure of a CHM plan, and c) discuss how museums can attract young audiences. This study has been developed in the context of the research project "Redefining the future of cultural heritage, through a disruptive model of sustainability" (ReInHerit), which has received funding from the European Union's Horizon 2020 research and innovation program (<https://www.reinherit.eu/>).



### **3. Engaging with the Audience – Communicating Cultural Heritage**

Ms Katerina Patsalidou and Ms Andrea Oratiou

This paper explores strategies employed by the BoCCF and other ReInHerit partner institutions to attract diverse audiences through their exhibitions, workshops, educational programmes, and interactive/immersive experiences. By focusing on creating engaging and participatory interactions, the Foundation aims to enhance visitor involvement and foster a more dynamic and inclusive cultural engagement. Some examples of these strategies include the integration of technology, illustrated by the ReInHerit programme's digital collections and exhibitions, provide a globally accessible platform and the effective implementation of the 'Aisthiseis' programme. Furthermore, the BOCCF extends its outreach through diverse workshops and educational programmes, tailoring offerings to varied interests.

## **SESSION V**

### **COLLABORATION BETWEEN PROFESSIONALS IN THE REINHERIT PROJECT AND BEYOND: LESSONS LEARNED AND WAYS FORWARD**

#### **1. Exploring Cultural Heritage Horizons: “Museums up” ReInHerit’s Podcast as a Dynamic Tool for Professional Collaboration**

Jaime Lopez

The "Museums Up" podcast is an initiative of the ReInHerit Project that aims to promote knowledge sharing, innovation, and advocacy for the preservation of cultural heritage. The podcast features discussions with experts, practitioners, and the wider heritage community, fostering a culture of collaboration and cross-disciplinary exchange. By providing a channel for heritage professionals to share their expertise, discuss current challenges, and explore new ideas, the "Museums Up" podcast contributes to the field of cultural heritage in several ways. It increases engagement among museum visitors, fosters digitalization, promotes lifelong learning, and raises awareness on social and environmental sustainability issues, which aligns with the ReInHerit Project objectives to transform museums and heritage sites in the 21st century. This presentation promises an engaging exploration of Museums Up, shedding light on its role as an effective exploitation tool for the ReInHerit project and its lasting legacy in the cultural heritage field.



## **2. Co-Creation Beyond Museums: Gaining new insights on digitalization and museum attendance by involving young visitors**

Dr Susanne Adahl

The ReInHerit project administered a survey to museum and cultural heritage site visitors across Europe with the aim of gauging visitors' interest in using novel digital tools while visiting museums and to collect general information on their digital behavior. Results of the survey indicated that younger museum visitors (18-29 years of age) were more likely to use digital tools in a museum than older respondents. In order to gain more insights on how and why young people engage with the digital in a museum setting we conducted a series of workshops with Arcada students. For the workshops we employed creative research methods and a socio-matrial approach to obtain richer, more nuanced empirical material.

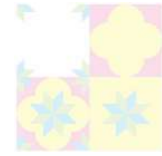
Several studies have underscored the urgency of understanding the dynamic between youth and museums. The issue isn't merely about attracting young visitors, but just as much about ensuring their meaningful and transformative experiences in these spaces. Is digital innovation and the use of digital tools a blanket solution to this dilemma? A number of counter-narratives have arisen to the often-cited notion of young people as 'digital natives'. There is a need to problematize the assumption that youth inherently possess sophisticated digital skills simply due to their exposure to technology from a young age. Therefore, while integrating digital elements into museums, it's essential for curators and museum educators not to make overarching assumptions about the digital proficiency of their young visitors. Instead, a more nuanced approach should be adopted.

In the workshops with Arcada students co-creation was a central element in engaging students in the collaborative creation of technological solutions. The results we obtained were in line with the counter-narratives that have been presented. This insight points to how crucial it is to involve diverse groups in co-design processes to collect visitor perspectives in order to design museums that are relevant to the needs of visitors. This presentation will outline the results of this co-creation process and insights related to digital innovation.

## **3. Skills development of professionals in cultural heritage. The case study of EU Heritage initiative**

Dr Giusy Cardia

Cultural Heritage, as all cultural and creative sectors, is facing a series of challenges due to its relationship with technologies, innovation and the potential of exploitation of the inner value of cultural assets to be exploited by cooperation and cross-contamination with other sectors within culture domain and beyond



it. In this scenario professionals of the sector have been asked to develop new competences. We will explore the EU heritage initiative which has tried to explore these new competences and design a training program to fill the gaps.

## **SESSION VI**

### **SUSTAINABLE AND SMART TOURISM BASED ON CULTURAL HERITAGE**

**Panel Discussion:** The purpose of this session is to explore the development and promotion of sustainable and smart tourism based on cultural heritage, as linked to the legacy of ReInHerit.

ECTN will present the Policy Guidelines for Smart Tourism Apps (D7.10) and latest developments in smart tourism (EU) and smart destinations (UNWTO).

The following topics will be addressed:

1. Role of titles and awards in promoting cultural heritage for sustainable and smart tourism, such as the European Heritage/Europa Nostra Awards, the ETCN Awards 'Destination of Sustainable Cultural Tourism', the 7 most endangered, European Heritage Label, Cultural Routes of the Council of Europe, European Capitals of Culture, European Heritage Days, European Capitals of Smart Tourism, UNESCO World Heritage and Intangible Cultural Heritage lists, etc.
2. Innovation and digitalisation related to cultural heritage for sustainable and smart tourism, including heritage led innovation, etc.
3. Sustainability aspects of cultural heritage, including relevant UN SDGs for 2030 (SDGs 9, 11, 12), particularly on climate action (SDG 11), latest developments in COP28, etc.

## **SESSION VII**

### **DIGITAL HUBS AND THE HERITAGE COMMUNITY: REFLECTING ON PLATFORMS, COLLABORATIONS AND SUSTAINABILITY**

#### **1. The ReInHerit Digital Hub in the landscape of European platforms for cultural heritage**

Dr Chiara Zuanni

The ReInHerit Digital Hub has been developed within the H2020 ReInHerit project as a platform showcasing the work done within the consortium and engaging with the broader cultural heritage community. It aims to offer both the final products of ReInHerit to heritage audiences, and a rich documentation as well as open code to museum professionals interested in adapting and reusing



these applications. It also includes training materials, research factsheets, and cultural heritage management best practices. An open forum, alongside different calls for participation in the exhibitions and online collection, contribute to develop the ReInHerit community. This presentation will introduce the Digital Hub, present its contents and structure, and reflect on its sustainability. It will contextualise the Hub within the landscape of (European) platforms for cultural heritage professionals, highlighting lessons learnt and challenges that future platforms will have to address.

## **2. Collaborative design in digital heritage: building a new community of practice through the development of the ReInHerit Digital Hub**

Dr Polina Nikolaou

This paper discusses the collaborative design of the ReInHerit Digital Hub. Our aim is to examine how the project's geographically and disciplinary diverse consortium worked together to develop the Digital Hub, a digital heritage ecosystem that contains the resources for innovation, experimentation and communication in museum and heritage sites. In this paper, we will present the collaborative practices, involving knowledge transfer and negotiation, and how they were mediated through the sociomaterial connections with the Digital Hub. We will argue that the ReInHerit consortium evolved into a new community of practice in the museum field and Digital Hub assumed the role of its boundary object. In doing so, this paper contributes to the dialogue between societal challenges, professionalization and disciplinary transformations in Europe in the context of the digital transformation of museums.



## SHORT BIOS

### **ÅDAHL Susanne**

Dr Susanne Ådahl is a Senior Lecturer specialized in cultural heritage issue, sustainability and service design at Arcada University of Applied Sciences in Helsinki, Finland. She holds PhD in Anthropology from the University of Helsinki and has trained in Service Design at the University of Lapland. She has previously worked in the Helinä Rautavaara Ethnographic Museum in Espoo, Finland and has an extensive background as a researcher in Medical Anthropology.

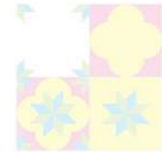
### **BANTELA Nefeli**

Nefeli Bantela works as a coordinator and researcher for European Union funded projects at the Museum of Cycladic Art in Greece. In the past, she has worked as a project manager and researcher in projects in the fields of entrepreneurship, circular economy and culture. She holds a Bachelor's degree in English and Greek Language and Literature from the University of Athens, a Master's degree in Translation Studies from the University of Birmingham and a Digital Marketing and Social Media certification from the Athens University of Economics and Business (AUEB).

### **BERTINI Marco**

Dr Marco Bertini is an Associate Professor in Computer Science at the University of Florence, Italy. He is working at the Media Integration and Communication Center of the University of Florence. He received the Laurea Degree in Electronics Engineering (Laurea in Ingegneria Elettronica) from the University of Florence in 1999, and Ph.D. in 2004.

His interests are focused on digital libraries, multimedia and social media analysis, and computer vision. On these subjects he has addressed semantic analysis, content-based indexing and annotation, semantic retrieval and semantic video transcoding. He is author of 31 journal papers and more than 140 peer-reviewed conference papers. His Google Scholar H-Index is 38. He has been involved in 9 EU research projects as WP coordinator and researcher, among which ASSAVID, DELOS, IM3I, euTV, ORUSSI.



### **CARDIA Giusy**

Dr Giusy Cardia is a Projects Manager at the Materahub-Consorzio Industrie Creative e Culturali, Italy. She supports the international aspects of European funded projects from the pre-award to the post-award phase. After graduating in Law in Italy and Spain, she specialized in tourism and culture, obtaining a MA in Sciences of Tourism in 2006 in Italy, and an MPhil in Tourism 2011 and an International PhD in Tourism in 2016 at the Antonio de Nebrija University, Madrid (Spain). Her Doctoral research is built upon the model Do-Di which intends to evaluate the integration between tourism, culture, and development in the European Capitals of Culture, with special attention to the case study of Valletta 2018.

She has over 15 years-experience as practitioner, consultant, researcher and lecturer in tourism and culture teaching at the University of Malta for several years and in other European universities (Macerata-Italy, Reykjavic-Iceland, Vidzeme-Latvia and so on) and vocational entities. She has also participated in several international seminars, workshops, and conferences, and has authored and edited various articles on topics related to tourism, culture, and sustainability.

### **CHRISTODOULOU Skevi**

Skevi Christodoulou is an Archaeologist and she has been actively involved in various excavation programs and surveys in Cyprus and abroad. Studied History and Archaeology at the University of Cyprus and completed her postgraduate studies at the University of Nottingham. She earned her Ph.D. in Archaeology from the University of Cyprus with a special focus on ancient Cypriot baths.

She worked as an invited Lecturer at the University of Cyprus, and concurrently, she contributed as a Researcher to the completion of various research programs related to the recording of cultural heritage. Starting in 2019, she engaged in research excellence programs as a Postdoctoral Researcher at the Frederick Research Center, for the implementation of the European research program EnterCy (Enhancing Tourist Experience in Cyprus). Since February 2023, she has been working as the Project Manager at the Bank of Cyprus Cultural Foundation, and since November 2023 as the Project Coordinator, overseeing the implementation of the ReInHerit Project.

In the past, she has worked as the Executive Secretary of the International Committee for the Conservation and Maintenance of Mosaics (ICCM) and as an external consultant for the Getty Foundation and the Getty Conservation Institute for the preparation of the Management Plan of the Archaeological Site of Kato Paphos. Since September 2023 she is working as the Advisor of the Deputy Minister of Culture of the Republic of Cyprus.



### **CHRISTOFOROU Evgenia**

Dr Evgenia Christoforou is a Research Associate at the Fairness and Ethics in AI – Human Interaction (fAlre) research group. She is the Coordinator of KeepA(n)I a project funded in 2022 by the Research and Innovation Foundation (RIF) of Cyprus. Previously she worked as a full-time Researcher on the DESCANT project, funded by RIF.

She received her PhD in Mathematical Engineering from Universidad Carlos III of Madrid in 2017 while working as PhD Student at IMDEA Networks Institute. She holds a Master and Bachelor degree in Computer Science from the University of Cyprus. She has worked as a Postdoc Researcher at Politecnico di Torino. Her research focuses on crowdsourcing with a special emphasis on bias in crowdsourced data and fairness in Artificial Intelligence. In the past she investigated the topic of quality in crowdsourcing and studied the behaviour of crowdworkers.

### **DIMITRIADI Aikaterini**

Katerina Dimitriadi is a PhD Candidate in Cultural Governance - NGO's and cultural multilateralism at the Department of Political Science & Public Administration, National & Kapodistrian University of Athens, Greece. She has a BA in European Civilisation, a BA in English and Translation and an MA in International and European Studies.

She has studied and specialised in cultural diplomacy and intercultural education, arts and heritage management and branding among others. She is a researcher and dissemination/exploitation/communications officer at the ReInHerit project for the Hellenic Committee of the Blue Shield, a communications – promotion and translation associate at the National & Kapodistrian University of Athens and a Scientific Associate and BoD member of the Istituto Ellenico di Cultura in Italy.

### **GRADY Anne**

Ms Anne Grady is a seconded expert from the National Museum of Ireland (Head of Development) to the CULT Committee of the European Parliament, working with the Secretariat of the Committee. Amongst other duties, she co-ordinates and assists Members in drafting legislative and non-legislative reports and opinions and defines policy lines and advises on the European Commission's proposals relating to cultural heritage. She also ensures the continuation of the legacy of the European Year of Cultural Heritage 2018, as well as raising awareness of sustainability, in particular sustainable cultural tourism and the impact of climate change on cultural heritage. Prior to her work with CULT



Committee, Anne also worked on a secondment basis with the Cultural Policy Unit of the Directorate General Education, Youth, Sport and Culture in Brussels promoting, inter alia, both the intangible and tangible cultural heritage of Europe. Anne played a key role with the management of the very successful European Year of Cultural Heritage 2018. Anne also has a special interest in cultural tourism. She led a member states' working group (OMC) in this area & worked on initiating and promoting the recommendations from the final report.

### **HADJICHRISTODOULOU Celia**

Celia is the Founder and Managing Director of GrantXpert Consulting, an expert consulting and training company on national and EU funding programmes. The company was founded in 2009, following the utilisation of national funds from the national Scheme of Cyprus entitled "Supporting young women entrepreneurs". Celia studied for a BSc in Accounting & Finance at the London School of Economics (LSE) in the UK and she continued her postgraduate studies (MPhil) in Management Studies at Cambridge University. In 2013 she completed her PhD studies at the Management School of the University of Sheffield.

She has a specialisation in Entrepreneurship and Management of SMEs, both from a practical and an academic perspective. Celia is an authorised trainer in areas related to start-ups, entrepreneurship education, leadership skills, management of SMEs and EU funding programmes. In April 2019 she received the "Businesswoman of the Year" Award, during "Madame Figaro Women of the Year" ceremony.

Celia is an expert consultant in European and national funding programmes for the past 18 years. GrantXpert, Celia's company, has assisted local and European organisations to utilise more than 30 mln EUR from EU and national funds in the past 14 years. Celia has developed an in-depth expertise in different EU and national funding programmes (Erasmus+, Horizon, EUROSTARS, EUREKA, Europe for Citizens, Research Promotion Foundation, LIFE+).

She is also a well-known trainer/speaker on the topics of "Obtaining funding from EU and national programmes", "Developing your employability and entrepreneurship skills" and "EU funding opportunities for young entrepreneurs".

Celia was a mentor at the IdeaCy Incubation-Acceleration Programme and was a member of the Evaluation Committee during the first cycle of the programme. She is currently the Operational Manager of the "Microsoft for Start-ups Programme" of the European University Cyprus and the Director of the "Future Skills Hub", a new unit devoted to Life-long Learning of the European University Cyprus.



### **JAGANJAC Amra**

Ms Amra Jaganjac is Director of the Tourist Office of the Tourist Board of the City of Tuzla (ECTN member). Over the course of more than 2 years in the Tourist Board, has managed a series of projects aimed at promotion of tourism offer of the City of Tuzla and our unique Pannonian lakes – the only salt lakes in the heart of a city. Her professional background includes more than 20 years of experience in various international organizations and institutions, of which 15 years working as a Project Manager in several EU-funded projects in the areas of economic development, tourism development, environmental protection, etc. Also a certified Verifying Officer for the Regional Program for a Favorable Business Environment in Southeast Europe (Business Friendly Certification in South-East Europe).

### **KLEANTHOUS Styliani**

Dr Styliani Kleanthous is a Research Team Leader of the Fairness and Ethics in AI-Human Interaction (fAlre) group at CYENS CoE, Cyprus. She received a Ph.D. in Computer Science from the University of Leeds, UK. Her main research interests and expertise are concentrated in the area of Human-AI Interaction.

She specializes in exploiting psychological and social theories for understanding and modeling user perceptions when interacting with technology, and for designing intelligent and adaptive user support. Styliani has organized and chaired several workshops on algorithmic fairness, transparency and explainability at ACM UMAP and ACM IUI conferences, e.g., FairUMAP, TExSS, HAAPIE. She has been the general chair of ACM UMAP 2023.

### **KORINOS Panagiotis**

Panagiotis is leading the Innovation & Entrepreneurship Center of the Bank of Cyprus, having the responsibility for IDEA Innovation Center – the largest Incubator-Accelerator for Startups in Cyprus and the Business Academy which develops financial and digital literacy in SMEs.

During his long career in the banking sector in Cyprus he served in various departments and positions which enabled him to get involved in Intrapreneurship. He served as Manager of the Leasing Department of the Bank, Secretary and President of the Finance House Association promoting members best interests to the various government departments and to the House of Parliament. The Association was the initiator for the introduction of new leasing legislation in Cyprus. The next move in his career was to serve as Head of the Governance Department of the Bank comprising Compliance, Regulatory and Complaints Units. He served as secretary of the Appeals Committee of the



Bank. Following a service as Manager Personal Lines in Genikes Insurance, he is now leading the Innovation & Entrepreneurship Center of the Bank of Cyprus and he is today a coach trainer, mentor, and advisor to young entrepreneurs from idea-stage to revenues and investment.

He holds a BSc (Hons) – First Class in Business Finance and Economics – University of East Anglia, an MBA with specialization in New Ventures (London University), a diploma from Imperial College, and he is an Associate Member of the Institute of Chartered Accountants in England and Wales (ICAEW).

### **LAVITHI Maria**

Maria Lavithi is a seasoned professional with a diverse background in business development. Having studied Creative Writing in the US, she spent a decade working in the Hospitality and Medical sectors, honing skills in strategic growth and customer relations.

Her journey took a significant turn upon returning to Cyprus when a personal incident at her daughter's school sparked the inspiration to address a critical problem. This led to the founding of Heroes Made, a venture dedicated to fostering positive change. Today, Maria is not only the driving force behind Heroes Made but also an active mentor in Cyprus's innovation ecosystem, guiding and inspiring the next generation of entrepreneurs.

### **LÓPEZ Jaime**

Jaime López is co-founder and director of "Arte Sostenible", a non-profit cultural association based in Barcelona, where he currently focuses his professional activity on education, museum and art consultancy, career guidance and management of sustainable visual arts projects.

He holds a BA degree in Art History and a MA in Museology from the Complutense University. He has previously worked as a cultural manager, teacher, art curator, and museologist in relevant museums and educational institutions such as the Thyssen-Bornemisza Museum, the Fine Arts Circle of Madrid, the Metropolitan Museum of Art in New York, the Complutense University (Faculty of Fine Arts), and the "I Art" - Art & Culture Business School in Madrid.



## **MAZZANTI Paolo**

Dr Paolo Mazzanti is a researcher at MICC and he is a project and training activities manager at the Competence Center NEMECH - New Media for Cultural Heritage. Interdisciplinary university education: he graduated in theoretic philosophy, post-graduated in multimedia content design and in planning and communication of cultural heritage.

His research interests focus on emotions and informal learning in museums, user-experience and interaction design, new media and digital tools for user engagement, information technology and creative practices. He attended professional courses in digital cultural contents creation and training courses for museum experts: Italian Digital Library e Touristic Cultural Network– ICCU – Ministry of Cultural Heritage, Mu.SA – Museum Sector Alliance, ADESTE+. Winner of @diversity European Competition in 2013, innovative ideas for cultural and creative sectors in Europe.

He is the Scientific Co-ordinator of "MuseiEmotivi" (Emotional Museums) Training Workshop at NEMECH. He has been involved in national and EU research projects related to Cultural Heritage among which UMETECH, 3DCOFORM, ENRICH, MICHAEL). Member of EU Network NEMO and part of the working group "LEM - The Learning Museum". Editor and co-author of the LEM/NEMO report "Emotions and Learning in Museums" (2020). ICOM Member – collaborating with the Tuscan Regional Coordination ICOM Italy and part of the National Working Group "Multimedia and Emerging Technologies."

## **NIKOLAOU Polina**

Dr Polina Nikolaou studied history (National and Kapodistrian University of Athens) and cultural geography (University of Nottingham). She completed her PhD thesis on the diaspora of Cypriot antiquities in London and New York (1860-1900) at the University of Exeter. She currently works as a researcher at the Bank of Cyprus Cultural Foundation in the project "Redefining the future of cultural heritage, through a disruptive model of sustainability [ReInHerit]", which is funded under the European research program Horizon 2020. She has carried out postdoctoral research at the Department of Cultural Technology and Communication, University of the Aegean, as part of the project: "Cultural Heritage Sector: Bridging the Gap between Studies and Professions". Her work focuses on cultural heritage management from the 19th century onwards and explores the issues of a) the historical and theoretical relationship between archaeological artefacts, space and knowledge, b) history of archaeology and museum collections, and c) digital transformation, ethics and sustainability in the cultural heritage sector.



### **ORATIOU Andrea**

Andrea Oratiou is currently working at the Bank of Cyprus Cultural Foundation (BOCFF) as the ReInHerit Project Manager (as of November 2023). Andrea is an archaeologist and she worked, as a Research Assistant at BOCCF, on ReInHerit and iSchool, and as an educator for “Aishiseis-a Multi-sensory Experience” and for an Educational Programme on ancient coins of Cyprus.

She has experience in Project Management as a Project Officer. She holds an MA in Late Antique, Medieval and Byzantine Archaeology from the University of Newcastle, UK, and a BA in Archaeology from the University of Cyprus. Andrea has participated in several archaeological projects including excavations, surveys, and material study seasons.

### **PATSALIDOU Katerina**

At present, Katerina Patsalidou is employed as a Researcher at the Bank of Cyprus Cultural Foundation, where her primary focus revolves around the contemporary Cypriot art collection within the institution. Simultaneously, she is a member of the ReInHerit team.

Beyond her research role, Patsalidou serves as an Art Curator, overseeing the coordination of numerous group exhibitions (online and physical) and a solo exhibition hosted at the Pierides Museum in Larnaca. She earned her MA in Arts and Cultural Management from King's College London and she has previously collaborated with the Cultural Section at the Cyprus High Commission in the UK, where she assumed the position of Digital Marketing Manager.

### **POTREBICA Hrvoje**

Prof. Hrvoje Potrebica is Full Professor at the University of Zagreb where he teaches Bronze and Iron Age. He was president of the Croatian Archaeological Society for eight years and currently is Vice-President of CAS. He is also founding member of the European Association of Archaeology where he was until recently Vice-President and member of the Executive Board. Currently he is the Commissioner of the European Association of Archaeologists to Europa Nostra and Heritage Alliance 3.3. Over last 25 years he led over 50 excavation projects on land and underwater. He was leader of several international projects. In last ten years he has been extremely active in promotion of cultural tourism as sustainable form of management of archaeological cultural heritage. He is founder member and current Vice-President of the Scientific Board of the Iron Age Danube Route (accredited cultural route of the Council Route).



### **ROUSSOS Konstantinos**

Dr Konstantinos Roussos is a Research Assistant, at the School of Law of the University of Nicosia (Cyprus). He holds a PhD in Archaeology from the Leiden University (The Netherlands). He has participated in field and research projects in Greece, Turkey, and Cyprus. For many years he was involved as a Researcher at pioneering research programs conducted by the Institute for Mediterranean Studies - FORTH (Crete). He has worked as a visiting Lecturer in Byzantine Archaeology at the Universities of Athens and Crete (Greece). He has participated in international conferences and a number of his studies have been published.

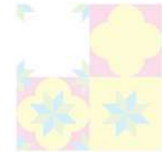
### **SHEHADE Maria**

Dr Maria Shehade is a Senior Research Associate at the Museum Lab of the CYENS Centre of Excellence and an Adjunct Lecturer at the Cyprus University of Technology. She obtained her PhD in Cultural Heritage Management (with a specialization on the legal protection of cultural heritage, the negotiation of cultural property disputes and antiquities repatriation) from University College London. She also holds an MA in Cultural Heritage Management from University College London, a BA in History, Archaeology and History of Art from the National and Kapodistrian University of Athens and a Certificate in Negotiation from the Institute of Leadership and Management, UK.

She has worked as a Research Associate in a number of research projects in the UK, Greece and Cyprus offering her expertise in heritage management, museology, cultural policy and cultural diplomacy. She has also taught courses in several Universities including University College London, the University of Nicosia, Open University Cyprus and the Cyprus University of Technology. She has received several scholarships and awards for her research from the National Foundation of Scholarships of Greece, the UCL Graduate School and the Leventis Scholarship Foundation, which also funded her doctoral research. Her research interests include the legal protection of cultural property, antiquities repatriation, cultural diplomacy, museology and cultural heritage management.

### **SHEIDIN Julia**

Dr Julia Sheidin is a full-time teaching faculty at Braude Academic College of Engineering in Karmiel, Israel, where she teaches Human Computer Interactions, Information Visualization, Introduction to Software Engineering and Software Project Management. Julia just received her PhD in the



Information Systems Department at University of Haifa under the supervision of Prof. Tsvi Kuflik and Prof. Joel Lanir.

Her research examines how to explore the potential of Visual Analytics in reducing the overload users are facing when dealing with vast amounts of Multifaceted Temporal data. Julia did her master's degree in information systems (in University of Haifa), where she was a part of the collaboration project between the University of Haifa and the Italian Research Institute ITC-irst. The aim of the project was developing a Multimedia Mobile guide-based PDA (Pocket PC), which allows group guided tour at the museum as a substitute for a human instructor. Julia's master thesis topic was to design, implement and evaluate an adaptive user interface for mobile museum visitor's guide. Afterwards, Julia worked for 7 years at Espro Acoustiguide Group, where her main job was to characterize, design and develop mobile applications in various work environments (iOS and Android products, company's multimedia product).

### **STAMATOUDI IRINI**

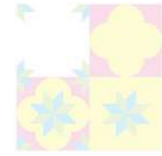
Irini Stamatoudi is a Professor at the Faculty of Law of the University of Nicosia (Cyprus) and a lawyer at the Supreme Court of Athens (Greece). She specialises in Copyright and Cultural Heritage law. She holds degrees from the University of Athens (Greece) (Law Degree) and the University of Leicester (UK) (LL.M., Ph.D.).

From 2007-2018 she was the Director General of the Hellenic Copyright Organisation (i.e., the Greek competent authority for copyright matters). She has taught at the University of Leicester, on the joint LL.M. of the University of Turin, ILO, and WIPO, at the International Hellenic University, at the Academy of the World Intellectual Property Organization, and on several other academic courses. She has published numerous books and articles, some of which are considered internationally works of reference.

She is currently the Assistant Head for the Department of Law, Vice-President of the Blue Shield Greece and member of the Editorial Board of the Mass Media and Technology Law ( $\Delta$ ITE).

### **TANOUElena**

Ms Elena Tanou is the President of the Phoenicians Cultural Route of the Council of Europe. A prominent and highly respected business professional, Ms. Tanou has built and expanded a publicly listed international travel and tourism business over the past thirty years. Ms Tanou was educated at the University of Nancy, France and is an active proponent of private sector development in the Cyprus economy. Ms. Tanou is a Vice President of the



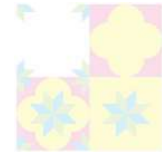
Nicosia Chamber of Commerce and Industry, former President of the Nicosia Tourism Board, Board member of Transparency International (Cyprus) and is a member of the Board of World Vision. She is Vice President of the International Chambers of Commerce in Cyprus and is a highly respected activist on matters of commercial transparency and entrepreneurship. Ms. Tanou is former President of the Cyprus Federation of Business and Professional Women, the Cyprus European Ambassador of Women Entrepreneurs and a recipient of the prestigious Madam Figaro Business Woman of the Year Award in 2012.

### **TRESSERRAS Jordi**

Dr Jordi Tresserras is the Director of LABPATC – Laboratory of Heritage, Creativity and Cultural Tourism, Faculty of Geography and History, Universitat de Barcelona. He is a founding member of the ECTN Board. A consultant for UNESCO, the European Union and the Organization of Ibero-American States in projects of cultural heritage, creative economy and sustainable tourism for local development within the framework of the implementation of the 2030 Agenda and the 17SDGs. He is an associate professor at the University of Barcelona and a member of the academic body of the Doctorate in Society and Culture. From 2019 is involved as advisor for cultural tourism at the Catalan Agency for Heritage. President of the International Council of Monuments and Sites – ICOMOS Spain. President of IBERTUR – Network of Heritage, Tourism & Sustainable Development. Member of IGCAT (International Institute of Gastronomy, Culture, Arts and Tourism), ENCATC (*European Network of Cultural Administration Training Centres*), ICOMOS, EUNeK (European Universities Network of Knowledge), LERU (League of European Research Universities), and NCRS (Network of Cultural Routes Studies) – coordinated by European Institute for Cultural Routes of the Council of Europe.

### **VASSILIOU Androulla**

Mrs Androulla Vassiliou is former European Commissioner for Culture, a Vice-President of Europa Nostra and an Honorary member of ECTN. She is very active in social and cultural fields, particularly within the UN and EU. In Cyprus she has held many important posts and is on the Board of many public and private companies. She studied law and international affairs in London, UK. Mrs Vassiliou was elected to the House of Representatives of Cyprus in 1996 and re-elected in 2001 until 2006. She served on the European Affairs Committee and the Joint Parliamentary Committee of Cyprus and the EU. She was also an Alternate Representative of the Cyprus to the European Convention which drew up the European Constitution. She has served as Vice President of the European Liberal Democrat and Reform Party, and chairperson of the European



Liberal Women's Network. She was involved in the United Nations Association of Cyprus, being elected as President of it for four consecutive terms, participated in numerous human rights conferences. In 1991 she was elected President of the World Federation of United Nations Associations and re-elected for two terms before being made an honorary president.

### **VOUGIOUKAS Manos**

Mr Manos Vougioukas is Secretary-General of the European Cultural Tourism Network (ECTN) non-profit international association, the only pan-European Network that brings together the cultural heritage and tourism sectors to work together for sustainable cultural tourism development and promotion. He has established, managed, and coordinated 12 EU co-funded projects on sustainable and cultural tourism during the past 25 years. He is the instigator and editor of the ECTN 'Charter for Sustainable Cultural Tourism'. He served as a member of the Stakeholders Committee for European Year of Cultural Heritage 2018, selected by the European Commission DG EAC. He has served as an evaluator for the EU Cohesion Fund, External service and Interreg programmes. He is a member of the Tourism Society, Europa Nostra, Interpret Europe, Europeana Network, as well as a Fellow of the Institute of Travel and Tourism.

### **ZERVAKI Antonia**

Dr Antonia Zervaki is a graduate of the School of Philosophy (National and Kapodistrian University of Athens – NKUA). She holds an MA in European Studies (University of Exeter, UK / Institut d'Etudes Politiques de Rennes, France) and an MA in European Organization and Diplomacy (NKUA). Her PhD (NKUA) was about the role of political culture on the formulation and conduct of Greek foreign policy within the framework of international organizations. In 2000 she was awarded a EUSSRIF research fellowship at the European University Institute. Since 1997 she has been working as a researcher in numerous EU funded projects in the field of cultural, environmental and maritime governance (HORIZON 2020, 5th, 6th, 7th FP, COST, Erasmus +).

Between 2007 and 2009 she served as a Special Advisor on EU maritime policy at the Academic Centre of Analysis and Planning of the Hellenic Ministry of Foreign Affairs. She has taught in several universities and research institutions in Greece, including the Diplomatic Academy of the Hellenic Ministry of Foreign Affairs and the National Security School of the Greek Police Academy. She joined the Department of Political Science and Public Administration in 2017 as an Assistant Professor of International Relations. She is a member of the Hellenic Society of International Law and International Relations, the Academic

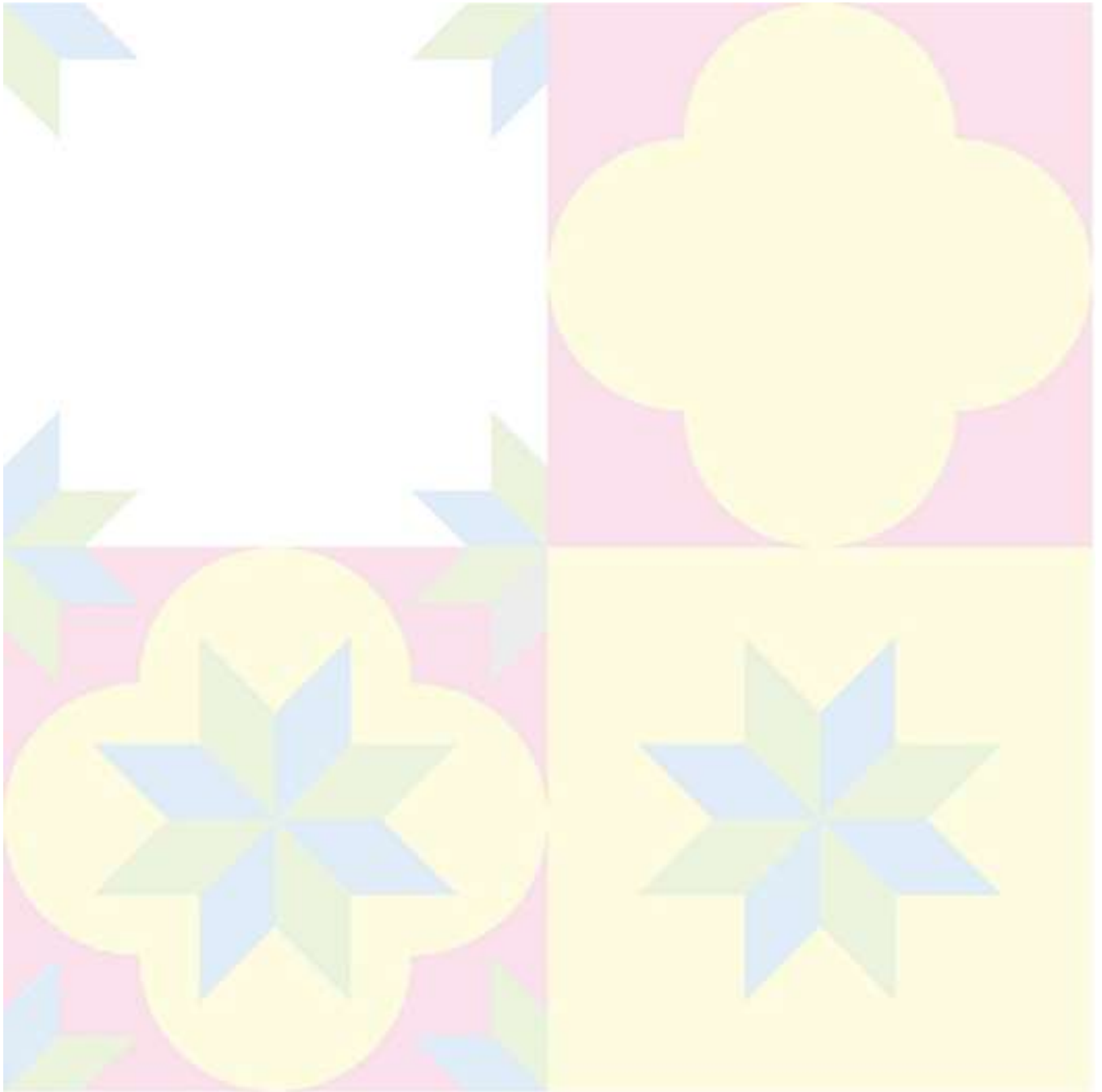


Council on the United Nations System and a member of the Board of the Hellenic Committee of the Blue Shield.

Antonia's current research interests lie in the international relations – international law dual agenda, international peace and security with a special focus on the United Nations, maritime and cultural governance. Her more recent publications are «Greek Foreign Policy and International Organizations: in search of a new narrative» in P.I. Tsakonas, Th. Dokos (eds.), *Contemporary Greek Foreign Policy*, Athens, I. Sideris, 2021, pp. 175-232 (in Greek), «International law and international relations 'dual agenda': Is it still working?» in L. Boisson De Chazournes, E. Doussis, G. Andreone, A. Zervaki (dir.), *Droit International : Enjeux et Perspectives. Droit de la Mer, Droits de l'homme. Mélanges en l'honneur de la Professeure Haritini Dipla*, Paris, Pedone, 2020, pp. 535-559, «Culture and Sustainability: yet another challenge for the UN?» in H. Dipla (ed), *The United Nations and the new challenges for the international system*, Athens, Sakkoulas Publications, 2018, pp. 183-202 (in Greek).

### **ZUANNI Chiara**

Dr Chiara Zuanni is an assistant professor in digital humanities at the University of Graz. She studied Classics and Archaeology at the University of Bologna, and then obtained a PhD from the University of Manchester. She held postdoctoral positions at the University of Liverpool, working on cultural policy evaluation on the Impacts18 programme and for the British Council, and in the Research Department of the Victoria & Albert Museum, working on the “Universal Histories and Universal Museums” project (in collaboration with the musée du quai Branly, Musée de l'Homme, University of Paris-Nanterre, and University of Lancaster). Since 2018, she has been in Austria and has been local PI of the Erasmus+ Digiculture, PI of the DARIAH Theme project on Contemporary collecting during the pandemic, and co-leading the development of a Virtual Gipsmuseum at the University of Graz (part of the DITAH project). Her research interests focus on the creation of knowledge in museums, the digitisation and digital preservation of cultural heritage and museum collections, digital audience research, social media and museums, and the curation of born-digital heritage.



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