

WEDNESDAY 11 MAY 2016	
16:00-19:00	ERASMUS + INHERIT Programme - Partners’ Meeting
19:00-21:00	Welcome Drink
THURSDAY 12 MAY 2016	
08:30-09:15	Registration
09:15-10:00	<b>Opening</b> Dimitris Maniatakis, Maniatakeion Foundation, Chairman of Organising Committee Kostas Tsiampaos, Country Coordinator of DOCOMOMO, Greece Emmanouil Panagiotakis, Chairman and CEO of PPC S.A., Greece Panagiotis Nikas, Mayor of Kalamata, Greece Iakovos Rigos, Technical University of Crete, INHERIT Programme Coordinator George Mergos, University of Athens, Greece; Mediterranean Center for Food Security and Sustainable Development; Chairman of Scientific Committee
10:00-10:30	<b>Keynote Address:</b> Mario Aymerich (European Investment Bank, Luxembourg) “European Investment Bank Funding for Cultural Heritage Projects”
10:30-12:00	Cultural Heritage as Economic Value: Global challenges Chair: George Mergos (University of Athens, Greece)
10:30-10:50	Graham Bell (North England Civic Trust, UK) “Euros are not the only fruit - Reaping the full harvest of Cultural Heritage”
10:50-11:10	Lina Mendoni (National Research Foundation, Greece) “Cultural Heritage: Investing in the Future”
11:10-11:30	Dana Arnold (Middlesex University, UK) “The Cultural Landscape and Public Space from a Transnational Perspective”
11:30-12:00	<b>Interventions from the audience – Discussion</b>
12:00-12:30	Coffee Break
12:30-14:00	The Socio-Economic Development Potential of Cultural Heritage Chair: Solon Xenopoulos (Neapolis University Pafos, Cyprus)
12:30-12:45	Andrea Nanetti (Nanyang Technological University, Singapore) “Athens and Koroni 2009. The Maniatakeion inception of the ‘Historical Memory and Economic Development’ discourse”
12:45-13:00	Harry Coccossis (University of Thessaly, Greece) “Cultural Heritage and Sustainable Tourism: The Challenges”
13:00-13:15	Maria Grazia Marini (Ravenna Municipality, Italy) “Cultural Heritage Dialogue and Cultural Identity: Ancient and Contemporary Mosaic in Ravenna”
13:15-13:30	George Gantzias (Hellenic Open University, Greece) “Cultural Policy and Cultural Activities in a World of Change: The Model “Dynamic Perception of Cultural Activities”
13:30-14:00	<b>Interventions from the audience - Discussion</b>
14:00-15:00	Light Lunch
15:00-16:30	Cultural Heritage in the Context of Economic Development Policy and Planning Chair: Marina Papanastasiou (Middlesex University, UK); Mediterranean Center for Food Security and Sustainable Development
15:00-15:15	Ioannis Pissourios and Michalis Sioulas (Neapolis University Pafos, Cyprus) “Cultural Heritage and Spatial Planning: the Integrated Urban Development Plan of Pafos Municipality, Cyprus”

15:15-15:30	Eva Stegmeijer (Cultural Heritage Agency of the Netherlands) and Joks Janssen (Wageningen University and Research Centre, The Netherlands) “Heritage as Sector, Factor, and Vector: Conceptualizing the shifting relationship between heritage and spatial planning and exploring its economic consequences”
15:30-15:45	Amalia Kotsaki (Technical University of Crete and Center for Mediterranean Architecture, Greece) “Cultural Policies in the Context of Local Development”
15:45-16:00	Stavroula-Villy Fotopoulou, (Ministry of Culture and Sports, Greece) “Intangible Cultural Heritage, Local Knowledge and Sustainable Management of Cultural Assets and Environmental Recourses”
16:00-16:30	<b>Interventions from the audience – Discussion</b>
16:30-17:00	Coffee Break
17:00-18:30	Industrial Heritage Governance and Management Chair: Panagiotis Tournikiotis (National Technical University, Greece)
17:00-17:15	Ioannis Karavas (Aluminium of Greece S.A.) “From a Prototype industrial settlement towards a new model for local and regional development: the case of Aspra Spitia”
17:15-17:30	Emmanouil Panagiotakis (Public Power Corporation S.A., Greece) “People, buildings, machines – recomposing the past, looking forward to the future: the contribution of the Public Power Corporation (PPC S.A.) in preserving and promoting industrial heritage in Greece”
17:30-17:45	Ringas Christodoulos (Piraeus Bank Group Cultural Foundation, PIOP) “Sustainability in cultural management: The case of Piraeus Bank Group Cultural Foundation”
17:45-18:00	Amalia Kotsaki and Nikos Patsavos (Technical University of Crete, Greece) “Development opportunities in the context of agricultural industry heritage: The Case of Pyrgos, Peloponnese”
18:00-18:30	<b>Interventions from the audience - Discussion</b>
18:30-19:00	Free time - Networking

FRIDAY 13 MAY 2016	
09:00-10:45	Cultural Heritage Management: New Approaches Chair: Dana Arnold (Middlesex University, UK)
09:00-09:15	Antonio Penso (Fondazione Flaminia, Italy) “The University in Ravenna as a driver for urban rehabilitation of Ravenna Municipality”
09:15-09:30	Ioannis Poulios (Hellenic Open University; Open University of Cyprus; UNESCO Venice Office School) “Linking Heritage Conservation and Business Development: the application of the ‘experience model’ to the Acropolis Museum in Athens”
09:30-09:45	Dimitris Varoutas (University of Athens, Greece) “Cultural Heritage and New Technologies: Experiences and Challenges from selected cases in Greece”
09:45-10:00	Costas Priporas (Middlesex University, UK) “Social Media and Marketing Strategies in Heritage Tourism – An analysis of Norway, Spain, and UK Heritage bodies”
10:00-10:15	Simon Best (Middlesex University, UK) “The Road to Ruin(s): How to Utilise Historical and Cultural Resources for the benefit of the community”
10:15-10:45	<b>Interventions from the audience - Discussion</b>
10:45-11:15	Coffee Break
11:15-13:00	Cultural Heritage: Regional and Local Economic Development Chair: Harry Coccossis (University of Thessaly, Greece)

11:15-11:30	Eleni Aleiferi (Deputy Regional Governor of Messinia, Greece) “Messinia’s rich Endowment in Cultural Heritage and its role in Regional Development”
11:30-11:45	Iacovos Rigos (Technical University of Crete, Greece) and Helen Tsirigotis (architect) “Architectural Elements of a Possible Dynamic Development Strategy-The Case of Chania, Crete”
11:45-12:00	Evgenia Androukaki (Excelixi S.A.) “Exploring Cultural Heritage Marketing for Promoting Sustainable Tourism”
12:00-12:15	Dimitris Kafantaris (Mayor of Pylos-Nestor, Greece) “Cultural Heritage as a Driving Force of Local Development: The case of the Municipality of Pylos-Nestor”
12:15-12:30	George Loumos (Content Management in Culture, Greece) “Entrepreneurial Perspectives of Cultural institutions through digital management and digital promotion of their cultural assets”
12:30-13:00	<b>Interventions from the audience - Discussion</b>
13:00-14:00	Light Lunch
14:00-15:30	Case Studies Chair: Iakovos Rigos (Technical University of Crete, Greece)
14:00-14:15	Eugenia Bitsani (TEI of Peloponnese, Greece) “Cultural Heritage and Historical Memory as a Factor for the Sustainable Development of the Modern City: A case study of the museum cluster ‘Museumsinsel’ in Berlin”.
14:15-14:30	Vicky Inglezou (Maniatakeion Foundation) “Historic Memory and Economic Development: The Activities of Maniatakeion Foundation in Messinia, Greece”
14:30-14:45	Paraskevi Boufounou and Louka T. Katseli (University of Athens, Greece) “Crowd funding and social banking for Cultural Heritage Projects – A case study”
14:45-15:00	Emma Dick (Middlesex University, UK and SPINNA Circle, UK) “Cultural Heritage as Economic Value and Social Opportunity – Strengthening Networks in Central Asia and developing markets for women entrepreneurs in textiles through the SPINNA Circle”
15:00-15:30	<b>Interventions from the audience – Discussion</b>
15:30-16:00	Coffee Break
16:00-17:30	Case Studies Chair: Nikos Patsavos (Technical University of Crete, Greece)
16:00-16:15	Kohei Inahata (Institute of Archaeology, University College London, UK) “Present the past, for whom, for what? - Comparative study of public policy in England and Japan for creating economic and social values from rescued archaeological heritage”
16:15-16:30	Panos Prontzas (Grant Thornton, Greece) “Calculating the economic value of Investment in Cultural Heritage projects: methods and approaches”
16:30-16:45	Elisavet Karaïskou (Social Security Institute, Greece) “Financing of Cultural Heritage Projects: Parameters, prerequisites and sources of funding”
16:45-17:00	Tzoulia Mouratidou (University of Athens, Greece) “Financing projects of industrial heritage-The case of a tobacco warehouse in Drama, Greece”
17:00-17:30	<b>Interventions from the audience – Discussion</b>
17:30-17:45	Closing and next steps
17:30-17:45	George Mergos (University of Athens, GR) and Iacovos Rigos (Technical University of Crete, GR) “Cultural Heritage as Economic Value – Conclusions and next steps”
18:00	Departure





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What is InHeriT?

InHeriT: Promoting Cultural Heritage as a Generator of Sustainable Development is a three year ERASMUS + project aiming at raising awareness about the economic value of architectural heritage and its crucial role in creating local and regional development, contributing, thus, to building a “smart, sustainable and inclusive economy” in Europe with high levels of employment, productivity and social cohesion.

Over the last decades, in an era of holistic and integrative thinking for sustainable development, cultural heritage is gaining attention of scholars and policy makers as an instrument for sustainable development. Critics consider use as a threat to heritage, leading to commercialization, exploitation and destruction. It gains momentum, however, the view that cultural heritage has economic value and that heritage preservation occurs when heritage elements are in actual use, thus generating revenue to sustain preservation. Further, there are arguments that many if not most of the benefits derived from cultural heritage are realized only in the course of actual use. Among the proponents of heritage use we find not only economists and sociologists but also many who have traditionally opposed the idea, such as archaeologists, anthropologists, legal scientists and even preservationists.

InHeriT partners are the Technical University of Crete School of Architecture [GR] (leader), the University of Athens Department of Economics [GR], the Middlesex University Business School [UK], the Maniatakeion Foundation [GR], the Neapolis University of Pafos School of Architecture, Land and Environmental Sciences [CY], the Center for Mediterranean Architecture (KEPPEDIH-CAM) of the Municipality of Chania [GR] and the Fondazione Flaminia at Ravenna [IT].



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1st InHeriT Conference

11-13  
MAY  
2016

Venue  
Center of Sustainable Entrepreneurship Excelixi  
154, El. Venizelou & Romylas Str.  
Kastri, Athens, Greece

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CULTURAL HERITAGE as ECONOMIC VALUE  
Economic Benefits, Social Opportunities and Challenges of Cultural Heritage  
for Sustainable Development

A dissemination event regarding the forthcoming homonymous publication

