

**Interreg
Europe**



European Union | European Regional Development Fund



Collaborative Digitization of Natural and Cultural Heritage, CD-ETA Final Results

Final Conference, December 4th, 2020

Prof. Vagelis G. Papadakis

Project Manager

University of Patras, GREECE

Email: vgpapadakis@upatras.gr



UNIVERSITY OF
PATRAS
ΠΑΝΕΠΙΣΤΗΜΙΟ ΠΑΤΡΩΝ

Policy tools and funding sources

- **The Regional Operational Programme (ROP) 2014-2020: Investments in Growth and Jobs, Western Greece** has included ambitious aims to protect the natural environment, preserve cultural heritage, maintain areas of particular environmental and aesthetic value and develop the natural and cultural resources of the area.
- **Thematic Objective 6: “Preservation and protection of environment and promotion of resources efficiency”** gives particular emphasis in the transformation of the tourism product through the upgrading of culture, which is a priority area of the regional smart specialization strategy.

Actions for the elaboration of ROP of Western Greece



Digitization of Natural and Cultural Heritage Action Plan for the Region of Western Greece

Action 1: Creative industries and culture

ID of the Call	<p>The call will support the following groups:</p> <ul style="list-style-type: none">• Creative Industries: It concerns very small businesses which are activating in the design, promotion, valorization of cultural heritage with the use of digital and innovative technologies• Publication, typography and bookbinding, museums which combine creative features for the digitation of books, archives, photographs, pictures
Objectives of the call	<ul style="list-style-type: none">• Increase the competitiveness and visibility of businesses• Enhancement of the existing and small and micro enterprises, through the elaboration and implementation of integrated business plans for the upgrading of creative services / products• Support businesses in adapting and using new digital technologies in the sector of culture and tourism (VR, Augmented Reality, Gaming, etc)• Creation of jobs
Eligibility of Partners	<p>Eligible partner can be any Greek public or private organisation active in the labour market or in the fields of <i>IT, culture, protection of natural environment and cultural heritage</i>.</p>
Duration	<p>The duration of the projects will be up to 30 months</p>
Budget:	<p>The total budget of each project cannot be higher than 300.000€</p>

Digitization of Natural and Cultural Heritage Action Plan for the Region of Western Greece

Action 2: Digitization of Libraries and Archives

ID of the Call	Implementation of a series of actions, which will create the right conditions for the promotion of the cultural wealth of the local and regional Libraries at local, regional and national level. The provision of digital cultural content concerns all members of the local community, from the ordinary citizen to the researcher, students and university graduates. This activity ensures the preservation of the Libraries' archives and increase the number of visitors in the Library.
Objectives of the call	<ul style="list-style-type: none">• Research, collection, preservation, valorization and dissemination of historical evidence concerning the history of Greece• The promotion of the history of the area and Greece to the wider public• Integrated documentation of the entire collection, with full use of thematic indexing• Storage, management and promotion of the digital material through digital repository services• Training of the users• Activities for its dissemination in the wider public• Installation of the appropriate equipment for the processing, storage and documentation of digital material and maintenance.
Beneficiaries	The local community , educational community, Scholars of historical studies at local / regional and national / international level, Researchers of humanities, Journalism community, Every citizen of cultural interest
Duration	The duration of the projects will be up to 18 months
Budget:	The total budget of each project cannot be higher than 200.000€

Digitization of Natural and Cultural Heritage Action Plan for the Region of Western Greece

Action 3: Digitization of Vouraikos gorge pathway & other regional pathways

ID of the Call	Digitization of the regional pathways and mountain trails of the area, which are characterized by significant beauty, natural aesthetic and are visited by a vast amount of people. Special attention is given to the pathway of Vouraikos gorge, which belongs in the National Park of Chelmos-Vouraikos (Natura 2000). It becomes more and more famous in Greek and foreign visitors, and the call aims to promote it in a wider public, not only the specific route but the whole area which is characterized by an extremely natural beauty.
Objectives of the call	<ul style="list-style-type: none">• Promote of the E4 path of the Protected area at Diakopto village, which passes through the Vouraikos gorge, following the rack railway tracks Diakopto-Kalavryta (approx. 22km)• Creation of a brandname of the area in the thematic tourism• Promotion of the digitized path in social media, tourism platforms• Extension of current touristic programmes• Preservation of the climbing/walking routes• Emergence of new thematic routes (cycling etc.)• Easier access in cases facilitation of mountain rescue missions• Creation of a safe environment for the visiting tourists
Duration	The duration of the projects will be up to 24 months
Budget:	The total budget of each project cannot be higher than 350.000€

Digitization of Natural and Cultural Heritage Action Plan for the Region of Western Greece

Action 4: E-culture and digitisation

ID of the Call	Creation of a cultural information hub , which will highlight and valorize the cultural heritage, while will act as a benchmark and integrated source of cultural information and visibility, ensuring a framework of scientific excellence, quality and multilingual presence of the Collections and the monuments of city of Patras and the wider area
Objectives of the call	<ul style="list-style-type: none">• Creation of digital tools for the promotion of specific forms of tourism• Digital depiction of the regional cultural routes, the cultural landmarks, accompanied with related information and photos, enabling the visitor to learn and visit the city without the need of a tour guide,• Digital management of the Brand Name of the Region of Western Greece, Destination management systems (Destination Marketing)• Smart systems for informing the visitors when entering in the Western Greece• Emphasis in the use of up to date technologies such as virtual/augmented reality, smart alerting, smart tags, etc
Duration	The duration of the projects will be up to 24 months
Budget:	The total budget of each project cannot be higher than 200.000€

Digitization of Natural and Cultural Heritage Action Plan for the Region of Western Greece

Action 5: Digitization of Underwater Cultural Heritage in Patras Gulf

ID of the Call	The digitization of natural and cultural heritage of Patras Gulf is essential for the protection, preservation and promotion of this heritage to the wider public. In Patras Gulf, due to its strategic geographical position, many sea battles have taken place in ancient years and during the I&II World Wars . Therefore, many shipwrecks are abandoned there, providing in the underwater environment special natural and cultural heritage.
Objectives of the call	<ul style="list-style-type: none">• Digitization activities in Patras Gulf for the underwater natural and cultural heritage• Creation of apps, web platforms which will perform as repository of the digitized material• Networking with culture and tourism professionals for the creation of thematic cultural tourism• Dissemination activities in order to promote the digitized material in national and international level
Duration	The duration of the projects will be up to 24 months
Budget:	The total budget of each project cannot be higher than 350.000€

Digitization of Natural and Cultural Heritage Action Plan for the Region of Western Greece

Crucial stakeholders

Stakeholders	Role
Region of Western Greece	Is the regional authority responsible for the application of the policy instrument, the launching of the calls and the allocation of the funds.
University of Patras & Researchers	Patras University is a pool of knowledge and its researchers can contribute with their scientific knowledge and innovative ideas in to the implementations of the proposed actions and their further elaboration.
Ephorates of Antiquities & archaeologists.	The three Ephorates of Antiquities of the Region of Western Greece and the experienced archaeologists can provide all the necessary information for the implementation of the actions. Indeed, project CD-ETA contributed to the enhancement of linkages among the Region, University and the Ephorates
Engineers	IT engineers will provide the technological know-how and the methodology of how will be implemented, in technical aspects, the actions
Political scientists	The political scientists can play significant role as they will further elaborate the socioeconomic benefits from the digitisations actions, which will preserve and promote the natural and cultural science. In addition, they can suggest further policy instruments towards the regional authorities

Stakeholders	Role
Associations	Cultural and civic associations can contribute with ideas and information specifically when we have to deal with intangible cultural heritage.
Enterprises	IT enterprises will provide the necessary technological knowledge and equipment for the implementation of the activities
Cultural Organizations (Museums, Libraries, Archival Institutions etc)	The contribution of cultural organisations and their collaboration with all the other organisations is vety important because each of them is aware of the different kind of cultural heritage that will be digitised. In addition, they will provide access to the researchers and IT experts to the material that will be digitised (books, objects, etc)
Divers	In case of the digitisation of underwater cultural an d natural heritage, the contribution of experienced divers is necessary

Level of adaption of the recommended actions

Digitization of archives of the Municipal Library of Patras

- Within the frames of the ROP 2014-2020, the project «**Digitization of of Patras Municipal Library archives** » was implemented.
- The project started on September 2019 and concluded in April 2020

Digital Works, Documentation and Registration

- 60 handwritten volumes from the Minutes of Patras Municipal Council
- 450 works of art
- 1,500 photos from the Archive of Michalis Doris
- 25,000 pages from the Historical Archive
- 70,000 pages of rare and valuable books from the Collection of the Municipal Library.

Digitization of archives of the Municipal Library of Patras

- Digitization of 51,000 new bibliographic records from the catalogs of the Municipal Library
- Delivery and Installation of a Hypercamera Scanner
- **Training of employees** of the Municipal Library of Patras, who use the digitization applications, are responsible for managing the content of the system and manage the system fully after the completion of the project.





Types



Text



Cartographic
Material



Sound
Recordings



Projected and
Video Material



3D Artefacts and
Realia



2D Graphics



Partitures



Datasets

Creative Industries and Culture

- Within the frames of ROP 2014-2020, a call entitled “**Support of Creative industries in Western Greece**” was launched
- Duration for submission of proposals: 02/04-02/12/2019
- Objective: Support of the **creative character of regional SMEs**, the increase of **extroversion of business activity**, the promotion of the companies of Western Greece and their products / services in the international markets
- Total Public funding of the call was 7.800.000€.



Results of the Call

- **71 project** were approved, with total budget **5.543.139,33€** (85%-15%)
- **46 projects** concerned SMEs from the Prefecture of Achaia, **12** of Etolokarnania and **13** of the Prefecture of Ilia
- The implementation of these projects will contribute to the creation of **more than 100 new job positions**



Thematic areas of the approved projects

- ✓ Digitization of street art and wall paintings located in the city of Patras on the facades of buildings
- ✓ Digitization of newspapers and magazines
- ✓ Creation of apps for mobile devices regarding the archival collections and events of the Patras Carnival
- ✓ 3D depiction of exhibits from the Museum of Ancient Greek Technology (Katakolo, Ilia)





UNIVERSITY OF
PATRAS
ΠΑΝΕΠΙΣΤΗΜΙΟ ΠΑΤΡΩΝ



Thank you very much for your attention!

Prof. Vagelis G. Padadakis
Dept. of Environmental Engineering
University of Patras, GREECE