



CD-ETA
Interreg Europe



European Union
European Regional
Development Fund

CD-ETA - Collaborative Digitization of Natural and Cultural Heritage

SECOND THEMATIC SEMINAR

***Good practices of digitization of natural and
cultural heritage as anti pandemic measures
Greece***

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Online - 28/06/2022

Outline

- Overview of recent activities in Western Greece
- Best practices identified
- Learning about the necessity of digitization in official strategies is evident
- Sweeping plans for digitization and digital transformation in national strategy (RRF), also echoed in the ROPs “digital Europe” P.O.
- Wider trends in cities, regions and the business community
- Major Opportunities for funding in the programming period 2021-2027
- Conclusion

RWG: Widening appeal of digital tools and applications

- The shift to digital and smart technologies is leading to new applications in rural space, cities and at regional level.
- During the pandemic a variety of projects undertook to create digital platforms for cultural and natural heritage promotion.
 - There were two types: (a) web-based tourism and route platforms and (b) digital/hybrid content with on the site equipment and devices.
 - Some projects focused on the creation of digital, digitized and AR content.
- More content is being developed.

Regional Projects implemented during 2014-2020

During the 2014-2020 programming period in Western Greece apart CD-ETA there were a few more projects—active in Western Greece and from various European frameworks:

- **HERIT-DATA:** Sustainable Heritage Management towards Mass Tourism Impact thanks to a holistic use of Big and Open Data -<https://herit-data.interreg-med.eu/>
- **CI-NOVATEC:** Customer Intelligence for innovations Tourism Ecosystems - <https://interregcinovatec.eu/>
- **InnoXenia:** Innovation in Tourism in the Adriatic-Ionian Macroregion- <https://innoxenia.adrioninterreg.eu/>
- **P.A.T.H.:** Promoting Area Attractiveness through Hiking and Introducing a Different Touristic Approach -<http://interregpath.eu/>

- CI-NOVATE (Greece-Italy) comprised a set of interventions to support local tourism clusters
 - A registry with the Points of Interest for each participating Region
 - An ICT based system for collecting result driven, bottom up data, enhancing Customer Intelligence in Tourism Clusters of SMEs.
 - A scalable Customer Intelligence platform consisting of Mobile Applications & a backend Big Data
 - Management system Datasets of visitors' experience related data attributed with locality and chronological coordinates
 - Training seminars & material for Tourism Ecosystem members on Local Tourism Clustering & Customer Intelligence
 - A Cross Border synthesis report on visitors' satisfaction, highlighting best practices, weaknesses, conclusions and proposal, based upon at least 9000 tourist reports
 - A Cross border LTC performance improvement study taking into consideration thematic (Cultural, Natural & Historical) & geographical (mountainous, coastal, rural, urban) characteristics of the pilot areas, addressed towards SMEs, creative industry, natural & historical sites managers.
 - Three regional Tourism development policy papers ie . guides for future investments, according to identified shortages, prospects, trends etc., addressed towards policy making actors & authorities i.e.Chambers, Municipalities & Regions.
- Key Point of CI Novatec was Regional Networks (RNs), comprised of representatives from the Local Tourism Clusters: representatives of small and medium sized enterprises, managers of widely recognized sites (historic & natural heritage) and cultural activities (cultural heritage) representatives of municipalities, chambers, development agencies and other local institutions.
- In reaction to COVID 19 situation partners delivered a web platform for continuing interaction with the Regional Networks in form of Webinars and remote hands-on training on delivered ICT tools <https://interregcinovatec.eu/en/webinar/join.html>

P.A.T.H. Promoting Area Attractiveness through hiking

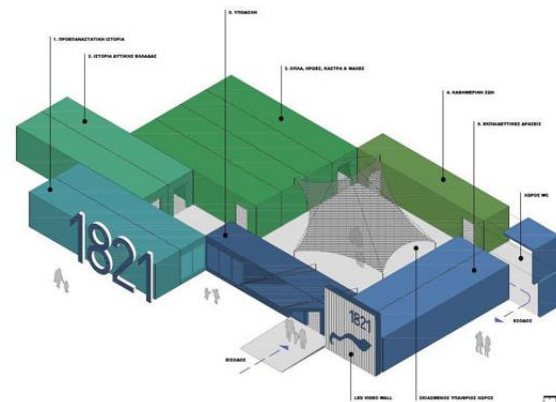
- PATH was a Greece-Italy Interreg project during 2014-2020.
- The project delivered a GIS database that documents **1,500 sites** and **routes of cultural, natural and historic significance** in Western Greece.
- **47 thematic routes** developed: 30 in Greece and 17 in Italy
- **Professional fieldwork photography** and HR drone footage and videos of all sites
- Database includes **description of site and text** that is informative and fact-checked by professionals and the local governments (19 municipalities). Aim to secure community-owned content and provide first-time content previously unavailable.
- **QR code signs** installed at key sites and the routes enable access to content by smartphone
- A web platform at <https://interregpath.eu>
- Demo site for videos: http://www.itc.cnr.it/ba/video/http://www.itc.cnr.it/ba/video/VIRB_02.html
- Platform will transition to a Greek site in 2022.



Examples of projects in post-pandemic implementation

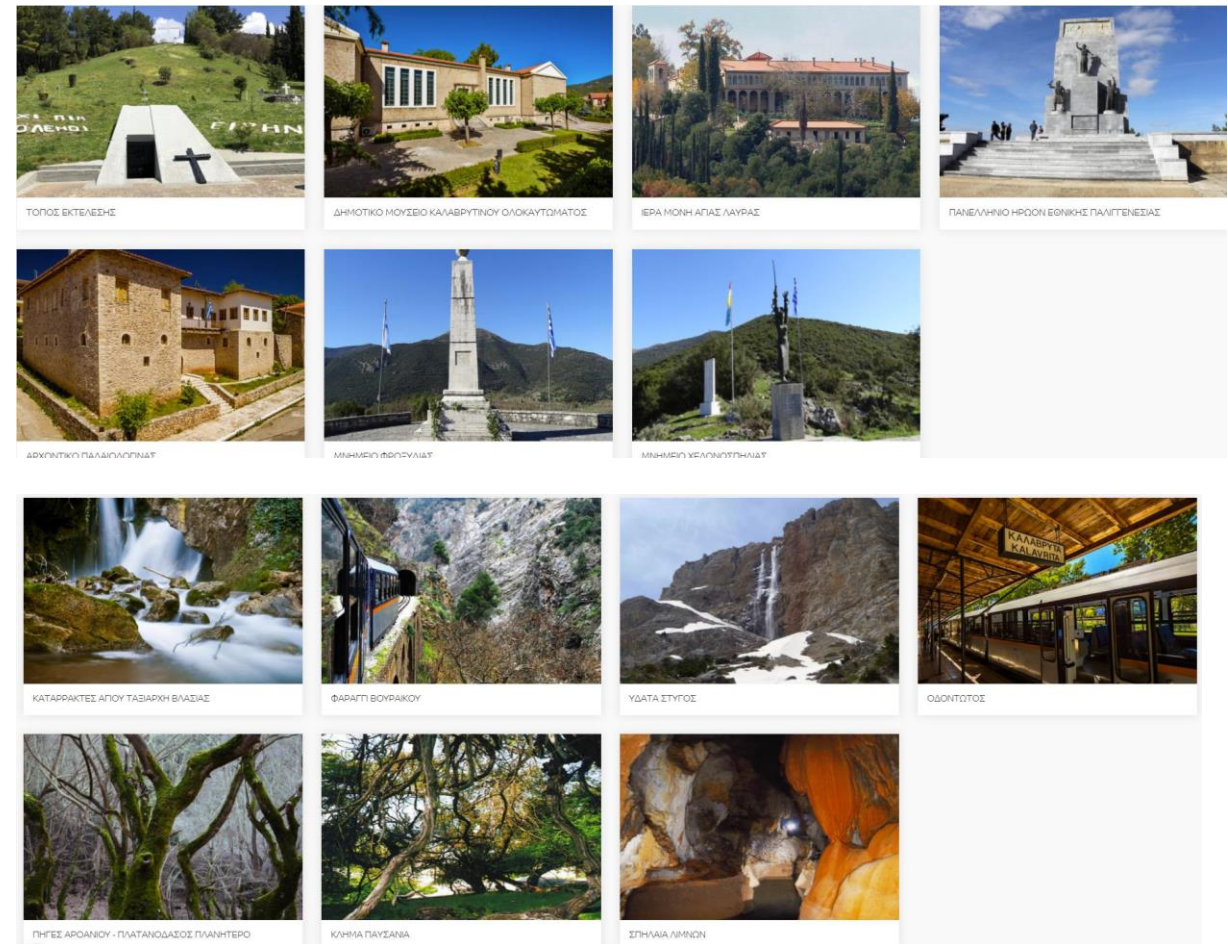
“1821” Thematic digital museum

- In spring 2022, the Region of Western Greece organized a thematic **Digital Museum** and **AR exhibition** about Greece’s independence struggle
- Idea competition in 2021 at the 200-year anniversary of Greek independence
- The Mobile digital museum is touring 74 locations Western Greece, with an exhibition hosted in 14 interlocked shipping containers.
- Augmented reality devices, goggles, Virtual guide, Digital Exhibits, Digital Games, Virtual Reality, 3D Visualizations Interactive Books
- Digital content also available at web portal <https://portal.westerngreece2021.gr>
- An open access documentary supplements the exhibition
- Visitors so far: thousands mostly school students who report positive comments about the experience
- Ability to reprogram and reconvert to newer exhibitions
- Reuse: equipment will be donated to historic towns Mesolonghi and Kalavryta for permanent exhibitions



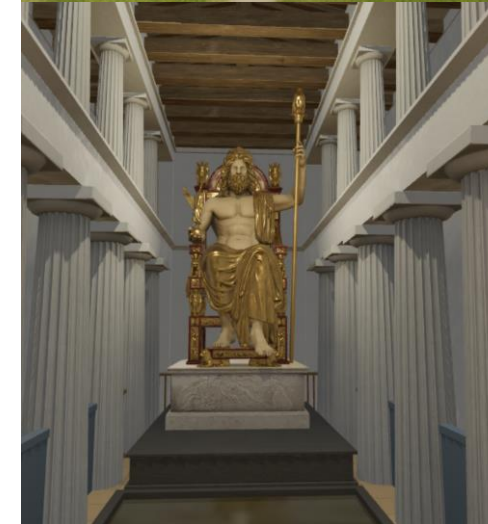
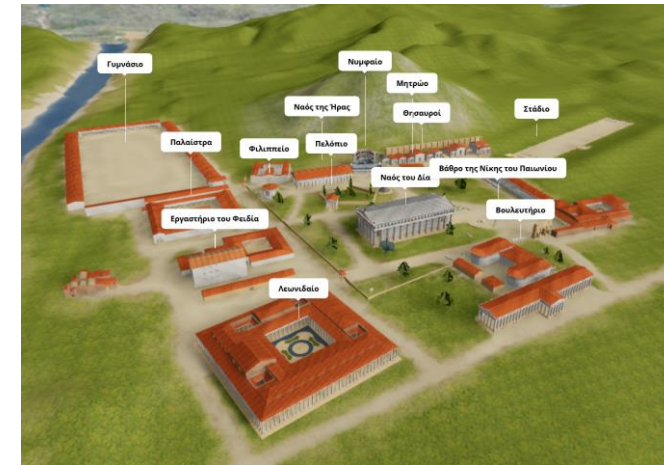
Tourist web portal of the town of Kalavryta

- **DiscoverKalavrita.gr** is a tourism promotion site by the municipality of Kalavryta.
- Documents natural and cultural heritage, supports 3D site visits for selected sites
- Other sites in Western Greece:
 - Touristic guide of Western Greece region <https://western-greece.com/>
 - Municipality of Patras touristic guide <https://explore.patras.gr/>
 - Touristic portal of Aigialeia <https://www.discoveraigialeia.gr/>
- Stakeholder group recommended the integration of scattered digital assets (Karadimas, Stylios Feb 2022)



Ancient Olympia World Heritage site

- Significant impact of the pandemic on historical monuments and museums since they had to close for long periods during lockdown restrictions
- Very important developments took place concerning the emblematic project of **digital representation** and imprinting of the cultural monuments of the archaeological site of Ancient Olympia.
- The results of the work are freely accessible through the online platform **olympiacommongrounds.gr** created with a donation to the Greek state from the company *Microsoft* as part of the program “AI for cultural heritage”
- The Ephorate of Antiquities of Iliia has implemented a set of actions to address the **social consequences of the pandemic** through digital actions with higher and secondary education, facilitating **remote access to collections** via the internet and developing content on social media.
- In addition, the Ephorate curated, built and made available to the public four **new websites** dedicated to
 - a) the **Museum of the History of the Olympic Games of Antiquity** (www.ancientolympicmuseum.com)
 - b) **Ancient Elis**, the Cradle of the Olympic Games of Antiquity (www.elismuseum.com)
 - c) to the **trophies of Spyros Louis**, www.louisprizes.ilia-olympia.org winner of the first Marathon, and
 - d) to the **Olympic Botanical Garden** next to the Kronios Hill of Olympia (www.olympiabotanicalgarden.ilia-olympia.org) Iliia for the International Museum Day, which in both years of the pandemic was celebrated all over the world with digital actions mainly oriented towards the educational community



Source: Olympiacommongrounds.gr

The challenge of Digital and smart cities

- Greece as part of its post COVID-19 recovery plan and its digitalization strategy has included interventions for digitalization and smart cities
 - in RRF, the programs of 2021-2027 and previously the solidarity fund for Local Government “A.Tritsis”, with total public investment budget of 310 million EUR.
- The scope of interventions “digitization” and “smart” is wide: social policy, employment and health, education, **culture and sports, environment**, infrastructure, **rural development**, transport, manufacturing, trade, **tourism**, municipal police, citizen services, financial management of municipalities, administrative functioning of municipalities.
- Last year’s call for projects from the “Antonis Tritsis” program permitted application for **tourism and cultural heritage projects** of municipalities and regions. Results have not been approved yet.

“Antonis Tritsis” Call for Projects

Priority axis: "Digital Convergence" Title: "Smart cities, smart applications, systems and platforms for security, health - well-being, e-government, education - culture - tourism and environment, civil protection actions, public health protection and actions to prevent the spread of the coronavirus COVID-19"

Total budget: EUR 130 million

Applicants: Municipalities & Regions

Opening of applications: 19/10/2020

Closing date for applications: 31/3/2021

Greek RRF: EUR 90 million for municipalities over 100,000 inhabitants

ESPA (ESIF) 2021-2027: EUR 210 million for digitalization of municipalities

Opportunities ahead: Greece's RRF

<p>Axis 2.3 Digital transformation of the enterprises, particularly small and medium-sized enterprises (SMEs) is in particular the case for the new business model</p>	<p>The Recovery and Resilience Plan goes further in strengthening key sectors of the economy in which Greece has a competitive advantage and which have been disproportionately affected by the pandemic.</p> <ul style="list-style-type: none"> • These relate to the mainland, both on the mainland and in coastal and island regions, where the aim is to promote alternative tourist destinations and the extension of the tourist seasons. • Culture, including important actions for strengthening and modernising the cultural sector and protecting cultural heritage from climate change and the promotion of natural and cultural routes. 	<p>0 EUR (Tax incentives and regulatory reform)</p>
<p>Axis 2.4. Digital transformation of the state includes sweeping digitalization reforms (in registries, state archives, administrative systems etc)</p>	<p>The Greek National Tourism Organisation is being digitally modernised with the implementation of a digital map and a digital repository of cultural and natural resources. The innovation will provide information to tourists and citizens based on 2nd generation artificial intelligence technology generation. The aim is to increase the country's overall visitor numbers.</p>	<p>EUR 8 million</p>
<p>Axis 4.6. Modernization and improvement of resilience of main sectors of the economy</p>	<p>Cultural as development motor: among other aims promotes the development of digital development models in the cultural sector</p>	<p>EUR 168 million</p>
	<p>Smart infrastructure: The investment aims to improve the environmental sectors and culture by developing "smart infrastructure". It includes, the development of: (1) Information System for the delimitation of water courses; (2) Digital action for measuring and monitoring of atmospheric and marine pollution ; (4) Intelligent infrastructure for public buildings; and (5) Development of interactive digital services and production of digital content to promote cultural exhibits with augmented and virtual reality in museums.</p>	<p>EUR 174 million</p>
	<p>Natural and cultural routes: The investment aims to enhance the travel experience for tourists visiting areas of particular interest in terms of in terms of monuments and natural routes. The aim is to upgrading the physical infrastructure of the monuments and 5G infrastructure to be installed along the natural and cultural routes. The infrastructure is complemented by (a) Digital services, e.g. information services, (b) Services e.g. e-commerce services; and (c) certification services for providers. (e) e-commerce services (e.g., e.g., e-commerce services for providers of local goods and services).</p>	<p>EUR 30 million</p>
	<p>Cultural routes: Design and implementation of five emblematic cultural routes with thematic narratives and two with geographical narratives, covering all periods of Greek history and connecting tourist destinations throughout the Greek territory. The actions that will be developed around them include development of digital interactive applications, the upgrading of the services infrastructure and the maintenance and restoration selected monuments. The project will enable the development of parallel artistic and cultural activities.</p>	<p>EUR 11 million</p>
	<p>Skills development in the tourism/cultural sectors: Investing in skills training actions and programmes in professionals in the cultural and creative sector. Training is based on partnerships with cultural, educational and educational and research institutions to create specific programmes training for workers in the sector, and includes both digital and physical (face-to-face) activities. The aim is to to strengthen the human resources of the sector, shielding the workers in the sector.</p>	<p>EUR 46 million (tourism)+ 5 million (cultural sector)</p>

Indicative actions

- **Specific objective 1iii** of ROP: Realising the benefits of digitisation for citizens, businesses and governments
- **Specific objective 2vii**: Strengthening the protection and conservation of nature, biodiversity and green infrastructure, including urban areas, and the reduction of all forms of pollution
 - Ecosystem (NATURA areas) valorisation measures and promotion interventions.
- **Specific objective 1 4vi**: Strengthening the role of **culture and sustainable tourism** in economic development, social inclusion and social innovation
 - **Action type 4A.vi.1**: *Promoting tourism - culture to support social cohesion*. This type of action aims at exploiting the specific characteristics of the Region (natural environment, cultural environment, cultural heritage, etc.) in order to strengthen its social fabric (with a focus on vulnerable groups) while supporting local economy
- **Specific Objective 2 5i**: Promoting integrated and inclusive social, economic and environmental development, cultural and natural heritage, sustainable tourism and safety in urban areas (ERDF)
 - **Action type 5.i.2**: *Enhancing the visibility of environmental and cultural resources through upgrading actions, enhancement of the visibility of cultural heritage and cultural resources*. This type of action includes indicative actions: upgrading and restoration of natural and cultural heritage sites, restoration and rehabilitation of natural and natural heritage sites, restoration and restoration of natural and cultural heritage sites, including the restoration and restoration of natural and cultural heritage sites expansion and extension of visitor areas), promotion of cultural/natural heritage sites, networking actions of cultural operators in the context of an integrated promotion of natural and cultural wealth. Projects for the protection, restoration and enhancement of monuments and archaeological sites as well as elements of the traditional culture and heritage of the region, Projects for the promotion, enhancement and improvement of the visibility of historic sites, national parks and landscapes of outstanding natural beauty, Projects for the restoration, enhancement and re-use of historical monuments, but also for the opening and enhancement of paths, etc.
- **Ancient Olympia** site will be the focus of an Integrated Territorial Intervention of Policy Objective 5.

Conclusion

- Process of digital transformation has been set forth and encouraged by the pandemic impact, the actions of policy actors (including CD-ETA) and the recovery strategies that have been approved (RRF).
- Big challenges remain both in the state sector and the business sector as both state agents and businesses are not always informed, flexible and open to adoption of innovative digitization practices, despite obvious benefits for resilience and growth.
- Variable capacities and variable geometry of digitization (small vs. big agents, central vs. regional etc).
- Region of Western Greece has agreed to incorporate conclusions of CD-ETA in drafting new interventions under ROP Dytiki Ellada 2021-2027 (in natural heritage, tangible and intangible cultural assets, thematic innovation hubs).

How to influence/improve policy?

- The overall funding framework for public investment of digitalization has been agreed.
- Opportunities lie in **improving regional participation**, **improving access to funds** and prioritising integration of digital technology in natural and cultural assets management in the region.
- **Need to plan** well-prepared proposals and intensive lobbying to secure necessary public funds.
- **Learn from past mistakes**, sort and integrate digital knowledge, understand technology gaps.
- **Encourage and facilitate participation** of local firms, local cultural institutions and local stakeholders in the funding calls
- **Review impact** of current practices with the objective to ensure continuity and local embeddedness.
- **Review skills** and opportunities in the digital cultural economy to enable focused training programs.
- **Expand from the examples** into focused interventions on the region's landmark heritage sites and include all cities.
- **Combine approaches** with improvement of **physical infrastructures**, accessibility and sufficient maintenance.

Thank you!

For any comments please drop me a line at:
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