FAIR OF EUROPEAN INNOVATORS IN CULTURAL HERITAGE
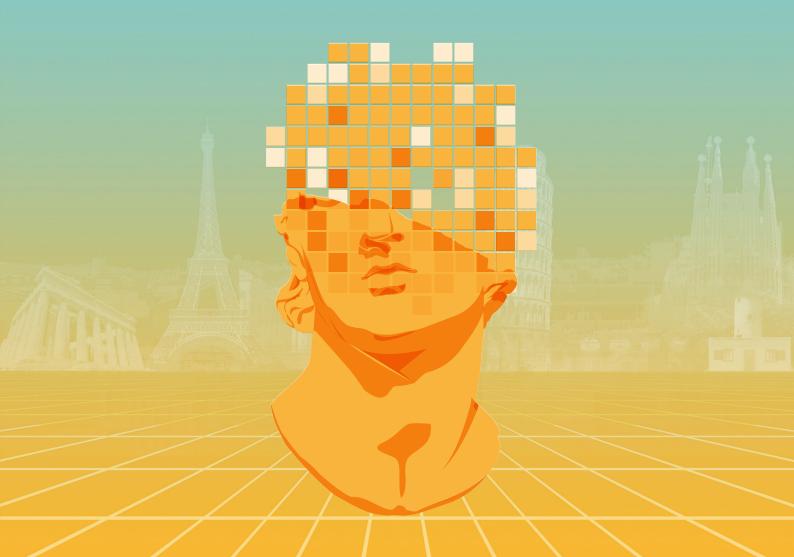
15-16 November 2018, Brussels

#HeritageAliveEU

The **Fair of European Innovators in Cultural Heritage** is a key event of **2018 European Year of Cultural Heritage,** combining research and innovation, policy, arts and society. The event will highlight how to make cultural heritage a driver for innovation and creativity to improve our lives, our cities, the environment and the international dialogue.

The Fair will focus on innovation and innovators, with the aim to invest in people 'who will make the change' and support a **cultural heritage innovation ecosystem.**

Participants will have the opportunity to join the **'Community of Innovators in Cultural Heritage'** and its Platform and engage with innovation providers, investors and users.

The two-day programme includes plenary and breakout sessions inspirational talks, round tables, pitches from innovators, clustering of Horizon 2020 projects, an innovation exhibition area' and a B2B corner.
The event seeks to respond to essential questions:

- **Who** are the innovators and 'change-makers' in the cultural heritage domain?
- **What** do they need to work better?
- **How** to promote an open innovation ecosystem in cultural heritage?
- **Where** is innovation produced?

These questions will be discussed with researchers, innovation providers, policymakers, representatives from cultural institutions, start-ups and incubators, business companies, creatives, pioneers from technology and economics, European Institutions representatives and UN agencies.

The event will build on the results of the **'Heritage and Innovation**' conference and will guide the Commission in further enhancing innovation and impact of EU R&I policy on cultural heritage. It will also contribute to the next steps for the **EU Action Plan on Cultural Heritage.**

EXHIBITION

The Fair is a wonderful occasion to discover **breakthrough innovations supported by the EU** through an inspiring exhibition in the fields of tangible, intangible and digital cultural heritage. Innovations include advanced technologies, IT products, systems and services as well as novel models for business, governance and citizens' engagement. Participants are invited to interact with the innovators, test the solutions and give their feedback.

THURSDAY 15 NOVEMBER :

BUILDING A COMMUNITY OF INNOVATORS IN CULTURAL HERITAGE

08:00 - 09:00   **Registration and arrival of participants**
- Welcome coffee in the Riverside -

09:00 - 09:15   **Opening of the conference**
- Auditorium -

John Bell, *Director, Climate Action and Resource Efficiency, Directorate General for Research and Innovation, European Commission*

09:15 - 09:50   **Why are we innovating in and through cultural heritage?**
An inspirational dialogue among unusual suspects
- Auditorium -

Why?

A neuroscientist, an artist and an economist meet and discuss how heritage, beauty and art modify our brain, influence our well-being and encourage us to take action in the society.

- **Mundano**, *Street artist and social innovator, NGO Pimp My Carroça*
- **Jan De Maere**, *Neuroscientist and art historian, University of Cluj-Napoca*
- **Pier Luigi Sacco**, *Professor of Cultural Economics, IULM University Milan*

Moderator: Julianne Schulze, *Media Deals*

Projection of the European Commission Video on Innovation & Cultural Heritage

10:00 - 12:00 — **How is innovation created and supported? Who are the innovators in cultural heritage?**
Panel discussion with pitches from EU R&I projects
- Auditorium -

How? Who?

A stimulating discussion on how to support innovation focusing on three main questions: what are investors seeking? What do users need? What are innovators developing? Speakers in the panel representing bank foundations, incubators, cultural institutions and the public sector will interact with innovators from R&I projects. Innovations presented range from social to technological innovation, from products to models.

10:00 – 10:40   Discussion first part
10:40 – 11:10   *Coffee break*
11:00 – 12:00   Discussion second part

Panel discussants

- **Alberto Anfossi**, *Secretary General of San Paolo Bank Foundation*
- **Gabriela Gandel**, *Director of Impact Hub, Vienna*
- **Baiba Murniece**, *Head of Heritage Policy Division, National Heritage Board*
- **Harry Verwayen**, *Executive Director of Europeana, The Hague*

Moderator: Julianne Schulze, *Media Deals*
Live visual performance 'The Wall' **Mundano**

6 Pitches from EU R&I projects

Launch of the Community of Innovators in Cultural Heritage

- **Emanuela De Menna**, *Policy Officer, Directorate General for Research and Innovation, European Commission*
- **Luigi Perissich** *for H2020 ROCK and MARINA projects*

12:00 - 12:15 — **Keynote speech: 'How to innovate in cities through cultural heritage. Athens, European Capital of Innovation 2018'**
- Auditorium -

Amalia Zepou, *Vice-Mayor for Civil Society and Innovation, City of Athens*

12:30 - 13:00 — **Opening of the exhibition 'Innovative Solutions for Cultural Heritage from EU R&I funded projects'.**
- Riverside Atrium -

Ribbon-cutting toast and launch of the vote on 'Best innovation' and the 'Best booth' exhibited in the demo area

- **Jean-Eric Paquet**, *Director General for Research and Innovation, European Commission*
- **Khalil Rouhana,** *Deputy Director General for Communications Networks, Content and Technology, European Commission*
- **Michel Magnier**, *Director for Culture & Creativity, Directorate General for Education and Culture, European Commission*

13:00 - 14:30 — **Walking lunch with guided visit to the exhibition**
- Riverside Atrium -

14:30 - 18:00 — **'Working on what?' Building a Community of Innovators in Cultural Heritage**
- Riverside Atrium -

What?

Interactive breakout sessions including pitches from R&I projects and presentations on recent policy reports, studies and manifestoes. Sessions will discuss advanced solutions for cultural heritage and will identify priorities for action, gaps and synergies to work on in the future.

14:30 – 16:00   Discussion Focus I
16:00 – 16:30   *Coffee break*
16:30 – 18:00   Discussion Focus II

14:30 - 18:00	Cluster 1: to promote *'Circular, sustainable and creative cities'* – Auditorium – Including presentations by projects in cluster 1	14:30 -16:00 *Focus I- High Level Session: 'Circular business and financial models for adaptive reuses of cultural heritage in cities'* – organised by EASME	16:30 - 18:00 *Focus II: 'Creative and sustainable solutions for urban regeneration'*
What?	Cluster 2: to help *'Heritage at risk'* – Riverside Room 1 – Including presentations by projects in cluster 2	14:30 -16:00 *Focus I: 'Multi-risk assessment for cultural heritage, including adaptation to climate change and disasters'*	16:30 - 18:00 *Focus II: 'Resilience of Cultural Landscapes in a changing environment'*
	Cluster 3: to experience *'Shared management of cultural heritage'* – Riverside Atrium – Including presentations by projects in cluster 3	14:30 -16:00 *Focus I: 'Intangible heritage and community cohesion'*	16:30 - 18:00 *Focus II: 'Digital innovations for experiencing and co-creating cultural heritage'* – co-organised with the UNESCO Chair on Digital Cultural Heritage
	Cluster 4: to enable *'Advanced future technologies for heritage and arts'* – Riverside Room 6 – Including presentations by projects in cluster 4	14:30 -16:00 *Focus I: 'Nanotechnologies for conservation'*	16:30 -18:00 *Focus II: 'Advanced methods and future technologies'*

18:00 - 20:00   **Cocktail - Visit to the exhibition**
– Riverside Atrium –

FRIDAY 16 NOVEMBER:
THE INNOVATORS GO INTERNATIONAL

08:00 - 10:30   **Innovators at work**
Breakfast workshop by Horizon H2020 ROCK project
– Riverside Room 1 –
Session on invitation only basis –
organised with ICLEI and EUROCITIES

B2B networking
– Riverside Atrium –

10:30 - 12:30   **Cultural Heritage supporting intercultural dialogue and cultural diplomacy**
– Auditorium –

Where?

A motivating debate on how cultural heritage can sustain cultural diplomacy and what can be the contribution of research and innovation. The session will discuss how to open-up EU innovative initiatives to the world - especially where heritage is at risk - and how to better cooperate with UN agencies, involve stakeholders and experts.

Presentations
- **Azra Becevic-Sarenkapa,** *National Museum of Bosnia and Herzegovina: "Cultural heritage for social consolidation and identity building. The experience of the Balkan Museum Network"*
- **Claudio Cimino,** *Secretary General of WATCH NGO, "Mobilising civil society for the protection of Tangible and Intangible Cultural Heritage under threat"*
- **Koen Van Balen,** *Director Raymond Lemaire International Centre for Conservation, KU Leuven: "Cultural Heritage leading to innovation and contributing to international diplomacy: H2020 ILUCIDARE project"*

Panel discussion
- **Antonia Blau,** *Head of EU Projects at Goethe-Institute Brussels and EU Platform on Cultural Diplomacy*
- **Catherine Cullen,** *Special Advisor on Culture in Sustainable Cities, UCLG - United Cities and Local Governments*
- **Oriol Freixa Matalonga,** *Policy Officer at UNESCO Brussels*

Moderator: Annick Schramme, *University of Antwerp*

12:30 - 14:00   **Networking Lunch**
– Riverside –

14:00 - 15:30   **When in the future? Opportunities for innovation in Cultural Heritage**
– Auditorium –

When?

When will actions take place? Opportunities under diverse framework schemes to foster innovation in cultural heritage

- **Jean David Malo**, *Director of Open Innovation and Open Science, Directorate General for Research and Innovation, European Commission, "The European Innovation Council and actions to foster innovation under Horizon Europe"*
- **Erminia Sciacchitano,** *Chief Scientific Advisor of the European Year of Cultural Heritage, Directorate General for Education and Culture, European Commission 'The legacy of the European Year of Cultural Heritage'*
- **Mauro Facchini**, *Head of Unit 'Copernicus', Directorate General for Internal Market, Industry, Entrepreneurship and SMEs, European Commission, 'Copernicus for Cultural Heritage'*
- **Cristina Sabbioni**, *Joint Programming Initiative in Cultural Heritage, 'European National Research Network'*

Messages to take home: wrap-up from the two-day sessions and future initiatives:
- **Cécile Houpert,** *Eurocities*; **Talia Rangil-Escribano**, *ICLEI 'Wrap-up from the breakfast workshop and the breakout sessions'*
- **Patrizia Asproni,** *ROCK project, "Next steps for the Community of Innovators in Cultural Heritage"*

Award ceremony of the 'Best innovation' and the 'Best booth' exhibited in the demo area and closing of the event
Christos Fragakis, *Acting Head of Unit for Sustainable Management of Natural Resources, Directorate General for Research and Innovation, European Commission*

15:30 - 17:00   **B2B networking**
– Riverside –

Organisation
European Commission, Directorate General for Research and Innovation – DG RTD

With:
The projects exhibiting in the demo area have been selected in collaboration with:
- Directorate General for Communications Networks, Content and Technology – DG CONNECT
- Executive Agency for Small and Medium-sized Enterprises - EASME
- European Research Council – ERC
- Joint Programming Initiative on Cultural Heritage - JPI CH
- Joint Research Centre – JRC
- Research Executive Agency - REA

  ◊ DG Education and Culture has contributed to the overall planning of the event.
  ◊ The High Level Session on 'Circular and creative cities' is organized with EASME
  ◊ The session on 'Digital Innovations for experiencing and co-creating cultural heritage' is organised with the UNESCO Chair on Digital Cultural Heritage
  ◊ The Breakfast workshop is organised by H2020 ROCK project with EUROCITIES and ICLEI
  ◊ The Community of Innovators in Cultural Heritage is coordinated by H2020 ROCK and H2020 MARINA project

The event is organised in the frame of the Knowledge Exchange Platform (KEP) with the Committee of the Regions.

Email: RTD-HERITAGE-ALIVE@ec.europa.eu | #HeritageAliveEU

Cluster 1:
to promote 'CIRCULAR, SUSTAINABLE AND CREATIVE CITIES'
- Auditorium -

14:30
16:00
High Level Session: 'Circular business and financial models for adaptive reuses of cultural heritage in cities' – organised by EASME

Moderator: Niki Frantzeskaki, *Erasmus University Rotterdam*

Keynote Speakers:
- **Luigi Fusco Girard**, *Associate Professor at CNR IRISS – H2020 project CLIC*
- **Carine Saloff-Coste**, *Director of Attractiveness & Employment, City of Paris*

Panellists:
- **Babette Winter**, *Member of the European Committee of the Regions and State Secretary for Europe and Culture in the Thuringia State Chancellery*
- **Anna Lisa Boni**, *Secretary General of EUROCITIES*
- **Joep de Roo**, *Director EURODITE*
- **Isabel Rodriguez-Maribona**, *Director of International Affairs, Sustainable Construction Division of Tecnalia and Chair of the European Construction Technology Platform (ECTP) Heritage & Regeneration Committee.*
- **Frédéric Saliez,** *Human Settlements Officer, Office for Europe and European Institutions, UN Habitat*

16:00
16:30
Coffee Break

16:30
18:00
'Creative and sustainable solutions for urban regeneration'

Moderator: Christer Gustafsson, *University of Uppsala, Secretary-General for ICOMOS International Scientific Committee on Economics of Conservation*

Rapporteur: Cristina Garzillo, *ICLEI*

Dedicated discussants:
- **Isabel Rodriguez-Maribona**, *Tecnalia and European Construction Technology Platform*
- **Catherine Cullen**, *Advisor United Cities and Local Governments*

Pitches from projects: **CLIC; ROCK; Cultural gems ; EFFESUS; iRESIST+; RIBuild**

Policy reports, studies, manifestoes and initiatives:
- **Barbara Stacher,** *DG EAC, European Commission "The Report 'The role of public policies in developing entrepreneurial and innovation potential of the cultural and creative sectors' and Creative Europe for cities"*
- **Marie Yeroyanni,** *DG RTD, European Commission, "EU R&I for urban regeneration"*

Q&A to projects and open discussion

Cluster 2:
to help 'HERITAGE AT RISK'

– Riverside Room 1 –

14:30
16:00 **'Multi-risk assessment for cultural heritage, including adaptation to climate change and disasters'**

Moderator: Cristina Sabbioni, *Joint Programming Initiative on Cultural Heritage and National Research Council CNR-ISAC*

Rapporteur: Julie Hervé, *EUROCITIES*

Dedicated discussants:
- **Oriana Grasso**, *DG GROW, European Commission;*
- **Nicolas Faivre,** *DG RTD, European Commission*

Pitches from projects: **ARROWS; HeAT; PROTHEGO; HERACLES; STORM**

Policy reports, studies, manifestoes and initiatives:
- **Alessandra Bonazza**, *National Research Council CNR-ISAC " Study on Safeguarding Cultural Heritage from Natural and Man-Made Disasters*
- **Nada Milisavljevic**, *DG HOME, European Commission "Community of users on safe and resilient societies"*

Q&A to projects and open discussion

16:00
16:30 *Coffee break*

16:30
18:00 **'Resilience of Cultural Landscapes in a changing environment'**

Moderator: Cristina Sabbioni, *Joint Programming Initiative on Cultural Heritage and CNR-ISAC*

Rapporteur: Julie Hervé, *EUROCITIES*

Dedicated discussants:
- **Oriana Grasso**, *DG GROW, European Commission*
- **Claudio Cimino**, *NGO WATCH*

Pitches from projects: **CALI; HERCULES; RURITAGE; FEAL**

Policy reports, studies, manifestoes and initiatives:
- **Sylvia Barova**, *DG ENV, European Commission "Report on Natura 2000"*
- **Wolter Braamhorst**, *Europa Nostra "7 Most Endangered Programme"*

Q&A to projects and open discussion

Cluster 3:
to experience 'SHARED MANAGEMENT OF CULTURAL HERITAGE'

– Riverside Atrium –

14:30
16:00

'Intangible heritage and community cohesion'

Moderator: Erminia Sciacchitano, *DG EAC, European Commission introducing the "Report on Participatory governance of Cultural Heritage"*

Rapporteur: Cécile Houpert, *EUROCITIES*

Dedicated discussants:
- **Patrizia Asproni**, *Chair IPOCH 2 Platform on Cultural Heritage*
- **Johan Oomen,** *VU University Amsterdam*

Pitches from projects: CHIME; COURAGE; EHRI; EMOTIVE; HERITAMUS; TRACES; STEPS

Policy reports, studies, manifestoes and initiatives:
- **Hanna Pennock,** *Cultural Heritage Agency of the Netherlands 'Outcomes of the JPI CH Conference 'Citizens Involved. Participatory Governance of Built Heritage'*

Q&A to projects and open discussion

16:00
16:30

Coffee break

16:30
18:00

'Digital innovations for experiencing and co-creating cultural heritage'- co-organised with the UNESCO Chair on Digital Cultural Heritage'

Moderator: Marinos Ioannides, *UNESCO Chair on Digital Cultural Heritage introducing the 'The VIMM Manifesto on Digital Cultural Heritage'*

Rapporteur: Cécile Houpert, *EUROCITIES*

Dedicated discussants:
- **Ioanna Lykourenzou**, *University of Utrecht*
- **Roko Zarnic,** *University of Ljubljana*
- **Johan Oomen,** *VU University Amsterdam*
- **Albert Gauthier**, *Policy Officer DG CNECT, European Commission.*

Pitches from projects: ARCHES; CH Interactive Map; iMARECULTURE; meSch; ITN-DCH/ViMM; PLUGGY; CultLab3D

Policy reports, studies, manifestoes and initiatives:
- **Nina Klein,** *ARTS+, "The European Manifesto on Supporting Innovation for Cultural and Creative Sectors"*

Q&A to projects and open discussion

Cluster 4:
to enable 'ADVANCED AND FUTURE TECHNOLOGIES FOR HERITAGE AND ARTS'

– Riverside Room 6 –

**14:30
16:00**

'Nanotechnologies and advanced solutions for conservation'

Moderator: María Martín Gil, *Head of Research, Spanish Cultural Heritage Institute*

Rapporteur: Talía Rangil Escribano, *ICLEI*

Dedicated discussants:
- **Hélène Dubois,** *Belgian Royal Institute for Cultural Heritage KIK-IRPA*
- **Luigi Perissich,** *Secretary General of Federcostruzioni*
- **René Martins,** *DG RTD, European Commission*

Pitches from projects: HEROMAT; InnovaConcrete; NANOMATCH; NANORESTART; NEMOSINE

Policy reports, studies, manifestoes and initiatives:
- **Rodorico Giorgi,** *University of Florence, 'The experience of the ECHOES cluster'*

Q&A to projects and open discussion

**16:00
16:30**

Coffee break

**16:30
18:00**

Future technologies for conservation of cultural heritage

Moderator: René Martins, *DG RTD, European Commission*

Rapporteur: Talía Rangil Escribano, *ICLEI*

Dedicated discussant:

Luigi Perissich, *Secretary General of Federcostruzioni*

Pitches from projects: AMECP; ARCHAIDE; GRAVITATE; Scan4Reco; SMooHS; MACHINA project

Policy reports, studies, manifestoes and initiatives:
- **Hélène Dubois**, *Belgian Royal Institute for Cultural Heritage KIK-IRPA "The restoration of the Van Eyck Ghent altarpiece"*

Q&A to projects and open discussion

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IN CULTURAL HERITAGE

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European Commission

2018
EUROPEAN YEAR
OF CULTURAL
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